



# SALES MANUAL 2019

## SAT PERU



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# Map of Peru



## PERU - AN OVERVIEW



**Peru** – The “Kingdom of the Sun” is a land of ancient cultures where the traditional way of living of the indigenous people survives today. With its varied aspects of landscape and nature, it invites visitors to explore the coast, the highland and the rainforest. Besides the “Lost City of the Incas,” Machu Picchu, and the impressive ruins around Cusco, Peru has many more cultural highlights to offer. There are the famous Nasca Lines, Lake Titicaca, the Colca Canyon and of course the interesting North of the country with its beautiful nature and rich archaeology.

### LOCATION

Peru is the third largest country of Latin America (its surface area is approximately 500,000 sq miles). It is situated in the Northwest, south of the equator. The country borders Ecuador and Colombia in the North, Brazil and Bolivia in the East, Chile in the South and the Pacific Ocean in the West.

### POPULATION

Approximately 31.5 million; half of the population consists of Indígenas, speaking Quechua or Aymara, approx. 37% are mestizos and approx. 13% are whites.

### ENTRY REQUIREMENTS

For citizens from Western Europe, the US and Canada, only a valid passport is needed to enter Peru. The passport needs to be valid for at least another 6 months after arrival date. In addition, an electronic Andean Immigration card is generated in the system, which the hotels use in order to exonerate foreigners with a maximum stay of 60 days in Peru from VAT Tax at the hotels. This is an electronic process, and no receipt is given to the guests arriving to Peru.

### CURRENCY

Peru's official currency is the Nuevo Sol (S/.), divided in 100 cents (1 S/. = 100 céntimos or centavos). There are 5, 10, 20 and 50 cent coins and S/. 10, 20, 50, 100 and 200 banknotes. In big supermarkets and good restaurants US dollars are also accepted; change will be given in Nuevos Soles. Acces/Mastercard, Diners Club and Visa are all used in Peru with Visa being the most widely accepted. Note that credit card use becomes more limited outside the main cities. American Express Traveler's Cheques are the most widely accepted, but still hard to change and often banks ask for hefty fees.

### LANGUAGE

Both Spanish and Quechua are the official languages of Peru, but Quechua is only spoken in rural areas in the Andes. Around Puno, Aymara is also spoken and there are many different languages and dialects in the jungle areas. In main cities such as Lima and Cusco, English speakers are easily found.

### TIME DIFFERENCE

The hour in Peru is the same as Eastern Standard Time in the United States. Peru is 5 hours behind GMT (-5 hours Greenwich Mean Time). Peru does not observe daylight saving time.

### VOLTAGE

220V alternating current. Bringing a multi-adaptor is recommended. Plugs are either two flat pins (as in the US) or two round pins (as in Germany), the flat being the more popular plug.

## POLITICS AND ECONOMY

The country is governed by a presidential democracy. Peru is an agrarian country and 50% of the active population works in the agrarian or forestry sector or lives from fishing. Tourism is an important foreign-exchange earner of the Peruvian political economy and is sponsored emphatically by the government.

## PUBLIC HOLIDAYS

January 01, New Year's Day  
 March/April, Semana Santa/Easter Week, ending with Easter Sunday  
 May 01, Labor Day  
 May/June, Corpus Christi  
 June 29, St. Peter and Paul  
 July 28 and 29, Independence Day  
 August 30, Santa Rosa's Day  
 October 08, Battle of Angamos  
 November 01, All Saints Day  
 December 8, Immaculate Conception  
 December 25, Christmas Day  
 December 31, New Year's Eve

## OPENING HOURS

Official closing times do not exist; most of the shops open between 9:00AM and 10:00AM and close at 7:00PM or 8:00PM. Siesta is generally from 1:00PM to 3:00PM and only in smaller shops. Banks and administrations are usually open from 9:00AM to 6:00PM.

## CLIMATE

The climate in Peru is basically shaped by three different regions: the tropical Amazon Jungle (selva) to the east, the arid coastal desert to the west (costa), and the Andean mountains and highlands (sierra) in the middle of the country. In the Andes with altitudes over 11.483ft (3.500m), the average daily temperature is about 50°F (10°C) and overnight temperatures can dip well below freezing. From May to August it is dry season in the mountains and altiplano (Andean plateau), the wettest months are from December to March. It rains all the time in the hot and humid rainforest, but the driest months there are from June to September. Along the arid coastal strip, the warm months are from December through March. During this time the temperature at the coast is about 77°F (25°C) with constant sunshine, whereas in winter (from May to November), Lima is enclosed in coastal fog as warmer air masses off the desert drift over the ocean where the cold Humboldt current hits.

### Climate chart Lima / Costa

Lima	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Max. Temp. F/C	77/25	81/27	79/26	75/24	70/21	64/18	63/17	63/17	63/17	66/19	68/20	73/23
Min. Temp. F/C	66/19	68/20	68/20	63/17	61/16	59/15	57/14	55/13	55/13	57/14	61/16	63/17
Sunshine hours	6	7	7	7	4	1	1	1	1	2	4	5
Rainy days	0	0	0	0	0	1	1	2	1	0	0	0
Sea temp.	66/19	68/20	70/21	68/20	64/18	63/17	61/16	61/16	61/16	63/17	63/17	63/17

### Climate chart Cusco / Sierra

<b>Cusco</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
Max. Temp. F/C	68/20	66/19	66/19	66/19	68/20	66/19	66/19	68/20	68/20	70/21	70/21	70/21
Min. Temp. F/C	45/7	43/6	43/6	41/5	37/3	32/0	30/-1	34/1	39/4	41/5	43/6	45/7
Sunshine hours	5	5	6	7	8	8	8	8	7	7	7	5
Rainy days	18	15	12	9	3	2	2	2	5	8	13	16

### Climate chart Puno / Sierra

<b>Puno</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
Max. Temp. F/C	72/22	72/22	72/22	73/23	73/23	72/22	72/22	73/23	75/24	75/24	75/24	73/23
Min. Temp. F/C	45/7	46/8	45/7	43/6	41/5	39/4	39/4	37/3	41/5	41/5	41/5	43/6
Sunshine hours	7	7	8	10	9	10	9	10	10	10	10	9
Rainy days	5	6	5	0	0	0	0	0	0	0	0	2

### Climate chart Arequipa / Sierra

<b>Arequipa</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
Max. Temp. F/C	72/22	72/22	72/22	73/23	73/23	70/21	72/22	73/23	75/24	75/24	75/24	72/22
Min. Temp. F/C	43/6	45/7	46/8	43/6	41/5	39/4	39/4	39/4	41/5	41/5	41/5	43/6
Sunshine hours	7	7	8	10	9	10	9	10	10	11	10	8
Rainy days	5	6	5	0	0	0	0	0	0	0	0	2

### Climate chart Puerto Maldonado / Selva

<b>Puerto Maldonado</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
Max. Temp. F/C	88/31	88/31	88/31	88/31	86/30	86/30	84/29	88/31	90/32	90/32	88/31	88/31
Min. Temp. F/C	72/22	70/21	70/21	68/20	64/18	63/17	63/17	64/18	66/19	68/20	70/21	70/21
Sunshine hours	5	4	6	7	8	8	8	8	7	5	7	5
Rainy days	18	16	12	10	8	5	4	4	5	10	12	14

### Climate chart Iquitos / Selva

<b>Iquitos</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
Max. Temp. F/C	90/32	88/31	90/32	88/31	88/31	88/31	90/32	90/32	90/32	90/32	90/32	90/32
Min. Temp. F/C	70/21	70/21	70/21	70/21	70/21	70/21	68/20	68/20	70/21	70/21	70/21	70/21
Sunshine hours	5	5	5	5	6	6	7	8	7	6	7	5
Rainy days	14	13	12	13	13	13	12	11	10	12	12	13

## **BEST TRAVEL TIME**

The best time for tours through the Andean highlands is the South American winter (May till the beginning of November). There are few rainfalls in the highlands, and during the day it is sunny and warm. Temperatures drop severely at night, often falling below the freezing point. Generally, the interim season is a tip for connoisseurs—from mid-November to mid-December and from mid-March to mid-May. There are fewer tourists and one has mostly nice weather.

## **WHAT TO PACK**

For Lima and the coast area, bring summer clothes for the warmer months and a sweater or coat for cooler evenings. For the Amazon region (Puerto Maldonado and Iquitos), long-sleeved light clothing, preferably cotton, raincoats, comfortable, waterproof shoes, a hat and sunglasses, as well as sun protection, are appropriate during the whole year. If you'll be visiting the highlands (Cusco, Puno, the Andes), bring warm clothes including a jacket, hat and sunglasses, as well as sun protection and, after consulting with your doctor, medication for altitude sickness.

## **VEGETATION**

Peru is one of the three countries (after Brazil and Colombia) with a rich biodiversity offering 28 different climates. The widest diversity of plant species can be found in humid, tropical lowlands and next to the fruit slopes of the Andes. There are plenty of trees, plus climber and tropical flowers in Peru, but typical desert vegetation (bushes, grass, cactuses) also exists in coastal areas.

## **ANIMAL KINGDOM**

The fauna in Peru is manifold. Llamas and alpacas are spread in the Sierra, and among the animals of the tropical "Montaña" region you find jaguars, pumas, armadillos, ant bears, alligators and a dozen of different kinds of monkeys. Condors, parrots and flamingoes are among the birds you might spot in Peru.

## **FOOD & DRINK**

National recipes blend with European ones, creating the Peruvian Creole cuisine. The selection of marine food is very rich, typical is "ceviche," spicy raw fish with lemon juice and onions. Specialities of the Peruvian cuisine are also "anticuchos" (meat skewers with cow's hearts), "rocoto relleno" (tasty stuffed peppers) and "ocopa," (cooked potatoes accompanied by a sauce made of cheese and nuts). Lovers of sweets should try the "mazamorra morada" (a thick custard-based dessert made of maize) or "picarones" (pastries roasted in oil, accompanied by treacle).

## **SOUVENIRS**

Peru is famous for its ceramic products. Crafts, as well as textiles such as scarves, ponchos, cushions, belts, bags and tapestry are characterized by the typical regional patterns. In addition, silver jewelry is inexpensive. The best places to go shopping are the traditional Indian markets as well as specialized shops.

## DOMESTIC FLIGHT TIMES TO/FROM LIMA

CITY	AIRPORT CODE	ESTIMATED FLIGHT TIME	MAIN TOURIST ATTRACTIONS
<b>Central area:</b>			
Lima	LIM	-----	Capital of Peru; cosmopolitan city with many attractions and historical buildings
Cusco	CUZ	1h 25min	Beautiful landscapes, important history, connection to Machu Picchu & the Sacred Valley
<b>Southeast area:</b>			
Arequipa	AQP	1h 30min	"Ciudad Blanca," beautiful historical city, connection to Colca Canyon
Juliaca	JUL	1h 40min	Connection to Puno (Lake Titicaca)
<b>North area:</b>			
Trujillo	TRU	1h 15min	City of eternal spring, cultures of Moche and Chimu
Chiclayo	CIX	1h 35min	Cultures of Moche and Chimu
Tumbes	TBP	1h 50min	Gateway to surrounding natural reserves and beaches
Piura	PIU	1h 45min	Connection to Mancora and other beaches
<b>Northwest area:</b>			
Iquitos	IQT	1h 40min	The best way to see the Amazon area
Jaen	JAE	1h 40min	Gateway to Chachapoyas and Kuelap
<b>East area:</b>			
Puerto Maldonado	PEM	2h 55min	Rainforest

## DOMESTIC FLIGHT TIMES TO/FROM CUSCO

CITY	AIRPORT CODE	ESTIMATED FLIGHT TIME	MAIN TOURIST ATTRACTIONS
<b>Central area:</b>			
Cusco	CUZ	-----	Beautiful landscapes, important history, connection to Machu Picchu & Sacred Valley
Lima	LIM	1h 25min	Capital of Peru; cosmopolitan city with many attractions and historical buildings
<b>Southeast area:</b>			
Arequipa	AQP	2h 20min	"Ciudad Blanca," beautiful historical city, connection to Colca Canyon
Juliaca	JUL	1h 00min	Connection to Puno (Lake Titicaca)

<b>Northwest area:</b>			
Iquitos	IQT	2h 10min seasonal	Rainforest
<b>North area:</b>			
Trujillo	TRU	1h 56 Not daily	City of eternal spring, cultures of Moche and Chimu
<b>East area:</b>			
Puerto Maldonado	PEM	0h 55min	Rainforest



**CITIES/REGIONS OF TOURISTIC INTEREST:**

- Lima:** Capital with colonial city center, a UNESCO World Heritage site
- Cusco:** "Navel of the World" – former center of the Inca culture and colonial treasure, surrounded by Incan sites like Sacsayhuaman
- Urubamba Valley:** Colorful markets, Inca fortress Ollantaytambo
- Machu Picchu:** Most famous archaeological site in South America; one of the New Seven Wonders of the World
- Puerto Maldonado:** Pristine jungle area with easy access
- Iquitos:** The source of the Amazon, jungle area with lodges and cruises, and a chance to see pink and grey river dolphins.
- Manú National Park:** Tropical National Park – pure jungle
- Lake Titicaca:** The highest navigable lake in the world; its beautiful landscape is a protected area of this natural ecosystem and forms a natural border between Peru and Bolivia. You can also visit the islands of Taquile and Amantani or cruise to Bolivia with Sun Island and Copacabana, where you find the most important pilgrim's church in South America.
- Paracas/Nasca:** A desert region along the Pacific coast with the famous Nasca lines
- Trujillo area:** Moon and Sun pyramids, Tomb of the Lord of Sipan, Chan Chan, the site of what was once the largest adobe city in the world
- Chachapoyas area:** Kuelap – the so-called second Machu Picchu, Gocta – the third highest waterfall in the world, as well as Revash, Karajia and Leymebamba.