

# selling LONG HAUL

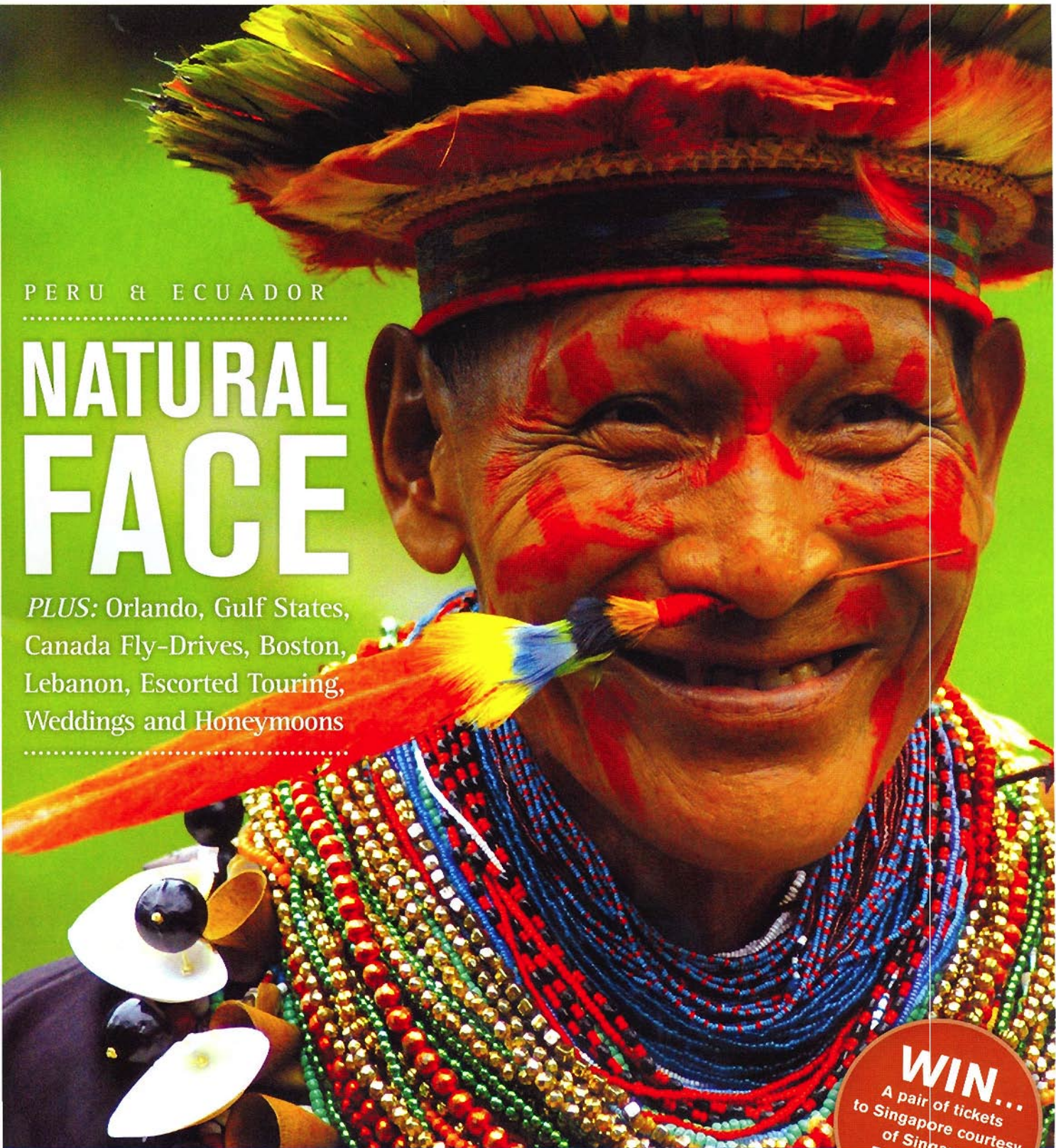
JUNE 2009 | WWW.SELLINGLONGHAUL.COM

TRAINING FOR THE TRAVEL TRADE

PERU & ECUADOR

## NATURAL FACE

PLUS: Orlando, Gulf States,  
Canada Fly-Drives, Boston,  
Lebanon, Escorted Touring,  
Weddings and Honeymoons



**WIN...**  
A pair of tickets  
to Singapore courtesy  
of Singapore  
Tourism Board  
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**TravelUni**  
Training the Travel Industry

Travel Uni, the online training provider for Selling Long Haul readers



**Laura Rendell-Dunn**  
PERU SPECIALIST  
JOURNEY LATIN AMERICA



"The main draw for travellers to Peru is still Machu Picchu and nearby Cusco, but we are noticing that more and more travellers are branching out to the more undiscovered areas of the Pacific Coast, such as Chincha and Paracas, both of which offer excellent hiking and bird watching opportunities. Peru is one of the most popular tourist destinations in Latin America and the last few years has seen a growing trend towards high-end boutique hotels and luxury accommodation."

**Matt Gannan**  
MANAGING DIRECTOR  
TUCAN TRAVEL



"There are parts of the world that can only be accessed by ship, and others that are best explored via rivers, like the Amazon rainforest. Places like the Galapagos Islands are absolutely teeming with wildlife, so an Expedition Cruise gives you the best chance to get closer to nature. Forget about casinos, cabaret shows and

floating hotels. Our cruises operate on smaller, purpose-built or specially adapted ships that offer high levels of service, excellent facilities and represent great value for money. Our Expedition Cruises focus on the adventure itself rather than just reaching a destination."

**Lynda Woodin**  
MANAGING DIRECTOR  
ABOUT U TRAVEL

"Peru and Ecuador work very well together. In Peru there's a lot of very involved history to take in, including that of the Inca Empire. Whereas Ecuador has little evidence of that period, it does have UNESCO World Heritage Sites in Cuenca and Quito, which represents one of the oldest colonial cities in South America. The Galapagos Islands give travellers a unique experience in that part of South America. About U Travel offers an online booking system of six-night highlights and mini-tours that can be added onto the main highlights - or build your own tours to suit your clients' needs. Commission for agents depends on the volume but starts at ten per cent."

**TOURISM TALK**

**Elisabeth Hakim, UK & USA senior markets coordinator, PromPeru**



"The Live the Legend Campaign was launched in 2008. We worked extensively with the one-world Alliance and are rolling it out again this year in the UK with print advertising, billboard advertising and via the internet. This has also been complemented with our online competition for anyone to enter at [www.livethelegendperu.com](http://www.livethelegendperu.com).

"We wanted to highlight key regions and iconic sites in Peru while focusing on regional dispersion. In this case we have included well known southern areas such as Lake Titicaca and Machu Picchu, but also Lima, the Amazon and the lesser known north, such as Trujillo and sites including Chan Chan. The six legends show that Peru is diverse and offers something for everyone. The campaign will continue throughout 2009.

"We are continuously working with the UK Trade by educating them on what Peru has to offer with training and events, and also special agent evenings with our BRIGHT membership. Our UK team undertakes training and sales calls offering support with selling Peru and are on hand for any help."

**Helen Hamlet, Passion for Travel, UK representatives of Tourism Quito**



"Ecuador is the gateway to the Galapagos Islands but the mainland is well worth a visit in its own right. Visitors to its capital Quito, a World Heritage Site, will be amazed at its beautiful churches, convents and

museums. Quito is an excellent base for exploration, being within two hours' drive of cloud forest, the equator, the Avenue of Volcanoes, thermal springs and colourful Indian craft markets.

"Ecuador's Amazon basin is only a 20-minute flight from Quito with a two-to three-hour motorised canoe transfer to some lovely lodges. Quito now has several beautiful boutique properties including restored colonial houses and modern chic hotels. Visitor numbers from the UK have increased by up to 20 per cent over the last two years and many tour operators in the UK are now featuring more trips on mainland Ecuador which can be combined with a visit to Galapagos. To try and help travel agents sell more of mainland Ecuador we are offering advice and support, including staff training, and can be contacted on [info@passionfortravel.co.uk](mailto:info@passionfortravel.co.uk).

"I have just returned from a trip through mainland Ecuador with 150 North American travel agents and will be looking into offering something similar for UK agents during 2010."

**ROOM REPORT**

Between Cusco and Machu Picchu, in Peru's Sacred Valley, the Rio Sagrado Villas & Spa Hotel has opened for business on the banks of the Urubamba river. The villas each feature a private terrace and gardens, while there's also a spa, Jacuzzi and sauna.

Following its opening last year, Las Casitas del Colca Hotel has added a comprehensive spa facility featuring impressive views of the Colca Valley, near Arequipa. Due to open this September is the Aranwa Hotel and ▶



### TOP SELLING TIPS

- Each country is best known for a single attraction which, for first-timers, can't be left off the itinerary. In Peru it's historic Machu Picchu, located in the 'Sacred Valley', and in Ecuador it's the famously diverse and undaunted wildlife of the Galapagos Islands

- The Amazon rainforest stretches into both Ecuador and Peru. Visitors can explore its incredible biodiversity from a variety of good, comfortable jungle lodges

- Spanish is the principal language of both countries, though indigenous languages such as Quechua are also spoken. Visitors will commonly encounter English speakers at hotels, restaurants, bars and attractions in tourist destinations

- Check out [www.lata.org](http://www.lata.org) for more information on the region and details on UK-based tour operators working in the region

► **Wellness Boutique** in the heart of colonial Cusco, with rooms set around the courtyard of a 16th century mansion.

The **Inkaterra Machu Picchu** hotel has two new super suites featuring canopied terraces, private plunge pools, outdoor showers, living room with open fireplace, king-size beds and deep bath tubs overlooking private gardens.

Peruvian hotel chain **San Agustín** is set to open a four-star hotel in Cuzco later this year, while **Hilton** and **Marriott** both have plans for five-star properties in the city, with the latter's due to open next year. Peruvian hotel group **Libertador** is opening the 128-room **Tambo del Inca** hotel in Cuzco's Sacred Valley this September, featuring a spa, two pools and range of activities and excursions, plus easy access by train to Machu Picchu. The group's 311-room **Westin Libertador** hotel, meanwhile, will become the tallest building in Lima when it opens next year in the San Isidro district.

Recently opened for business south of Lima on the Pacific coast is the 80-room and bungalow **La Hacienda Bahía**

Paracas, close to the Nazca Lines and Ballesta Islands.

In Chincha, 200km south of Lima, **Casa Andina** will begin operating the **Hacienda San Jose** this November. The 50-room, 15-suite property will feature a gourmet restaurant, stables, bar and two pools, and becomes its seventh top-end Private Collection property in Peru.

### WHERE TO BOOK IT

#### Tucan Travel

020 8896 1600

Featuring in Tucan Travel's new Expedition Cruise programme is the Galapagos Islands. There are 16 itineraries on offer, lasting from six to ten days long and priced from £1,290 pp, not including flights.

[www.tucantravel.com](http://www.tucantravel.com)

#### Dragoman

01728 861 133

The 14-night Peru Family Adventure is priced at £1,050pp (not including flights) and features the Ballestas Islands, the Nazca lines, the colonial cities of Arequipa and Cusco, Lake Titicaca and the Sacred Valley and Machu Picchu.

[www.dragoman.com](http://www.dragoman.com)

#### Last Frontiers

01296 653 000

New from the operator is a 12-night Family Adventure in Peru from £2,769pp featuring activities such as rafting, canoeing, riding and mountain biking in the Cusco and Sacred Valley region, plus a one-day Inca Trail hike to Machu Picchu and a trip to Lake Titicaca.

[www.lastfrontiers.com](http://www.lastfrontiers.com)

#### The Adventure Company

0845 609 0889

The operator is currently offering a number of discounts, including £150 off its Ecuador Adventure – featuring in its Worldwide brochure – with departures in September and October. Now priced from £2,199pp, the 14-night tour visits Quito, Otavalo, Banos, the Amazon and the Galapagos Islands.

[www.adventurecompany.co.uk](http://www.adventurecompany.co.uk)

#### Collette Worldwide

0800 804 8700

Machu Picchu and the Galapagos features in the operator's Explorations by Collette programme, a series of top-end escorted tours. The 15-day itinerary takes in Lima, Cusco and Machu Picchu in Peru, followed by a four-night cruise in the Galapagos. The price, £4,066pp, includes accommodation, 28 meals, return flights and door-to-door transfers.

[www.colletteworldwide.com](http://www.colletteworldwide.com)

#### About U Travel

Features a seven-night Ecuador tour taking in Quito, Otavalo, the Mindo cloud forest, a journey on the Chiva Express and a stay in the cities of Cuenca and Guayaquil. Priced from \$1,630pp based on two sharing.

[www.about-u-travel.com](http://www.about-u-travel.com)

### WHO FLIES THERE

**Iberia**, **LAN**, **KLM**, **Air France**, **Air Europa** and **Air Comet** all fly from Europe, plus there's a host of options flying via North American hubs. The likes of **TAM**, **TAP** and **Aerolineas Argentinas** fly elsewhere in the continent and link into extensive South American networks. •