



BIRDING RALLY CHALLENGE AIMS TO POSITION PERU AS THE FIRST BIRDWATCHING DESTINATION WORLDWIDE



At a press conference, the Minister of Foreign Commerce and Tourism (Mincetur), José Luis Silva; the Director of Tourism Promotion from PromPerú, María del Carmen de Reparaz; and the Founder of Inkaterra's Association - ITA, José Koechlin, announced the first Birding Rally Challenge in the country, with the purpose of positioning Peru as a worldwide birdwatching destination.

The event will take place from November 27th to December 07th, through Tambopata and Puerto Maldonado in Madre de Dios, Ollantaytambo and Machu Picchu in Cusco. With a total of 24 participants divided in teams, the six-day event will offer the opportunity to watch 725 bird species. The participants come from countries such as: England, Spain, United States, Brazil and South Africa.



www.birdingrallychallenge.com



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