

**SOCIETY OF AMERICAN TRAVEL WRITERS**

**SATW – PERU 2015**



Peru was chosen as destination for the latest Society of American Travel Writers' Freelance Council (SATW), which took place from 27<sup>th</sup> February to 3<sup>rd</sup> March. Co-organized by Inkaterra and PromPeru – with the sponsorship of Libertador Hotels and Inca Rail –, the event allowed forty travel writers to experience Peru's cultural legacy and mega biodiversity.

“We look forward to meeting you and showing you the vast array of facets of our country – from wonders natural to wonders man-made, to jungles, colonial cities, Inca treasures, the mighty Amazon, exquisite cuisine, and our dynamic capital, Lima,” stated Magali Silva, Minister of Foreign Trade & Tourism.



Lima, Cusco and Machu Picchu were the main destinations the society visited, while Puno and the Amazonian rainforest in Tambopata were proposed for optional post-tours.

In the capital city, the varied gastronomic offer was enjoyed, as well as tours across the historic center and main districts of Miraflores, Barranco and San Isidro. A guided visit to Larco Museum allowed the association to learn about 3000 years of history of Pre-Columbian Peru.

Travellers were fascinated by the encounter of cultures and traditions in Cusco, where they stayed at Palacio del Inka Hotel and visited the Main Square, Coricancha (‘Golden Temple’) and the cobble-stone streets of San Blas. It was a big surprise the production of textiles and local goods by the community of Misminay. After an exhibition of regional dances next to Moray ruins, a buffet lunch at El Parador concluded the excursion to the Sacred Valley in a memorable way.

The Historic Sanctuary of Machu Picchu did not only impress SATW members by the Inca citadel’s architectural prodigy, but also for its natural wonders. Staying at Inkaterra Machu Picchu Pueblo Hotel, journalists got acquainted with the great variety of birds within the property, as well as the world’s largest native orchid collection and the Andean Bear Conservation Center, in benefit of the only bear species native to South America. “Currently the average stay in Machu Picchu is 1.18 nights and we would like travellers to extend their visit so they can discover all the features showcased by this destination,” remarked Inkaterra CEO José Koechlin, who also welcomed the group at Inkaterra La Casona and his latest foray, Inkaterra Hacienda Urubamba (set to open in 2015).

The SATW Freelance Council is a breakthrough in the promotion of this destination. According to Mr. Koechlin, such an event had never been organized to allow the North American market to discover Peru. It is foreseen that for the next two years, SATW members will write articles in specialized media as Travel+Leisure and Condé Nast, as well as in blogs, coffee table books and tourism guidebooks.