

The Statue of Liberty is shown at night, illuminated against a dark blue sky. The statue's torch is lit, and the base is also illuminated. The overall scene is a promotional image for a tourism booklet.

# 2025

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## PARTNERS

# VISIT USA PERU BENEFITS BOOKLET

Discover more about who we are, what we do, and how we work to strengthen tourism between the US and Peru, positively impacting our collaborators and partners.

Also learn about all the exclusive services and advantages you will receive by being part of VISIT USA PERÚ. Join our mission and be a protagonist in the development of sustainable tourism!





# WHO ARE WE?

VISIT USA PERU, is a non-profit organization whose main objective is to promote and increase tourism traffic to the United States. Together with our local and international partners, tourism associations and the CVB's of each city, we implement actions that allow us to disseminate news and provide the best tools and information to travel agents and passengers.



## OUR MISSION

We are a non-profit association dedicated to strengthening commercial, friendly, and cultural relations between Peru and the United States. One of our main goals is to be a key ally for the tourism sector in a sustainable way, encouraging good business practices, fostering healthy competition, and promoting the formalization of travel agencies in Peru.

Additionally, we are committed to our country and, through social responsibility initiatives, strive to contribute to the development of environmental care practices, education, and support for vulnerable populations.

## OUR VISION

To be world leaders as the non-profit organization promoting tourism to the U.S. and the main ally of the Peruvian tourism industry.

We aim to be recognized for encouraging good business practices, motivating healthy competition, providing tools to students as the professionals of tomorrow, and executing social programs for vulnerable populations, thereby contributing to the development of our country.









**Kimberly Burns**  
**Chairwoman**



**Marita Villalba**  
**Manager**

# WHAT DO WE DO?



-  Disseminate information on our social networks about news received from tourist offices in the United States and from all American brands in general.
-  Coordinate the joint participation of our associates in international fairs and tourism events.
-  Organize events aimed at promoting the United States.
-  Conduct virtual seminars for travel agents and passengers.
-  Encourage the creation of press releases that help disseminate information about the destination.
-  Report news weekly through our newsletter "NOTIUSA".
-  Keep our website [www.visitusaperu.org.pe](http://www.visitusaperu.org.pe) updated with information from the USA and our partners.
-  Encourage the participation of partners in activities that promote the United States as a destination.
-  Coordinate activities with partners and the United States Trade Office.
-  Promote the organization of FAM Trips that facilitate knowledge of the destination.
-  Foster social responsibility to raise awareness within our community.
-  Encourage environmental responsibility that generates positive change in our community and ecosystem.
-  Generate productive actions and increased sales, resulting in income for our associates.

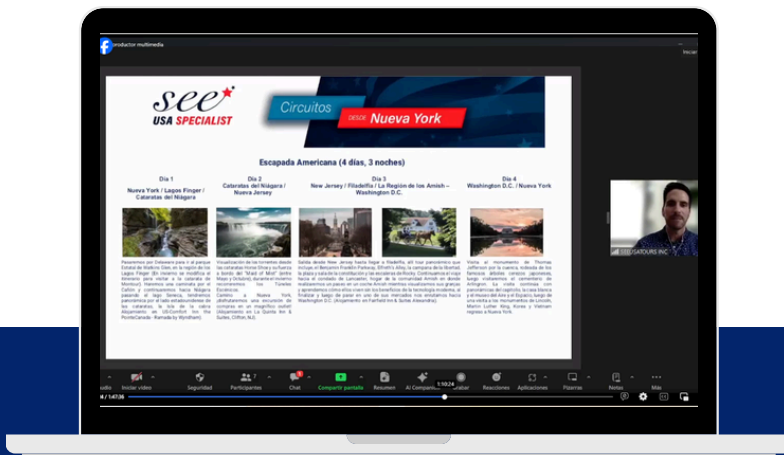
# LATEST ACTIONS



## VISITS TO AGENCIES - SALES CAMPAIGNS



## VIRTUAL SEMINARS



## INVITATION TO EVENTS/FAIRS





# LATEST ACTIONS



## EVENT ORGANIZATION













## FAM TRIPS / IPW








## NETWORKING



## MARKETING AND ADVERTISING

-  12 Advertising banners in our media (Horizontal banner on the website [visitusaperu.org.pe](http://visitusaperu.org.pe), Pop Up on the web, banner on NotiUSA sent to our list of 6,000 contacts).
-  Organization of Virtual Seminars or Webinars - Presentation of the destination or tourist attraction that the partner represents in the United States through a digital campaign (Twice a year)
-  Develop relevant and attractive press releases about the destination you want to promote in the United States (NotiUSA). Which are sent digitally to the tour operators and travel agencies of our allies in the press, for greater dissemination.
-  Personalized virtual update courses for certified travel agencies – In-person session available with additional cost.
-  Information in the Virtual Destinations USA 2025 Manual. (?)
-  Networking.
-  Sending of materials through the diplomatic bag (coordination required 2 months in advance).
-  Publish official images of the destination or attraction on social networks.
-  Preferential member rate for our in-person events.
-  Brand activations with your merchandising – additional cost.

## EVENTS AND FAIRS

-  Support in the organization of in-person events with special rates for VISIT USA PERU events. (free events?)
-  Organization of one Fam Trip to the destination with travel agencies. considering a preferential cost of hotels and excursions.
-  Distribution of materials or merchandising resources at fairs and visits to travel agencies. (Visit USA Peru Fest)
-  Social and environmental responsibility initiatives. (describe and add photos)
-  Matchworking strategy



**Annual Investment  
USD \$ 1500**







# LET'S WORK TOGETHER THIS 2025!

<https://visitusaperu.org.pe/>

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Síguenos en: @visitusaperu

