

PROMPERÚ

SUCCESS STORY

AT OTM

2,500+ engagements,
900 meetings & millions
in potential business at
OTM 2024



Trade shows are a great way to generate brand awareness for a country's tourism offering, and PROMPERÚ showcased its potential as a prime destination for Indian travellers.

OTM 2024 in Mumbai provided a great platform for Perú as they were able to capitalise on a potential business opportunity of a staggering INR 100 million or

(\$1.2 MILLION)



HOW PROMPERÚ CAPTURED INDIA'S ATTENTION AT OTM 2024



PROMPERÚ captivated the Indian Market at OTM 2024 with 10 co-exhibitors that showcased Perú's vibrant culture, unique destinations, and world-renowned gastronomy.

Peruvians showcased their rich culture and heritage in their national costume, which attracted visitors to take photos.

PROMPERÚ increased their promotions via a destination presentation named **"Perú, home to bespoke experiences in the world"**, offering a detailed vision of the exclusive and personalized experiences that can be found in the country.

Additionally, branding of the LED wall at the entrance of the Pavilion Hall at the Jio World Convention Centre, enhanced its visibility. This high-impact branding initiative ensured that every visitor was greeted with striking visuals of Perú's breathtaking landscapes and cultural richness.

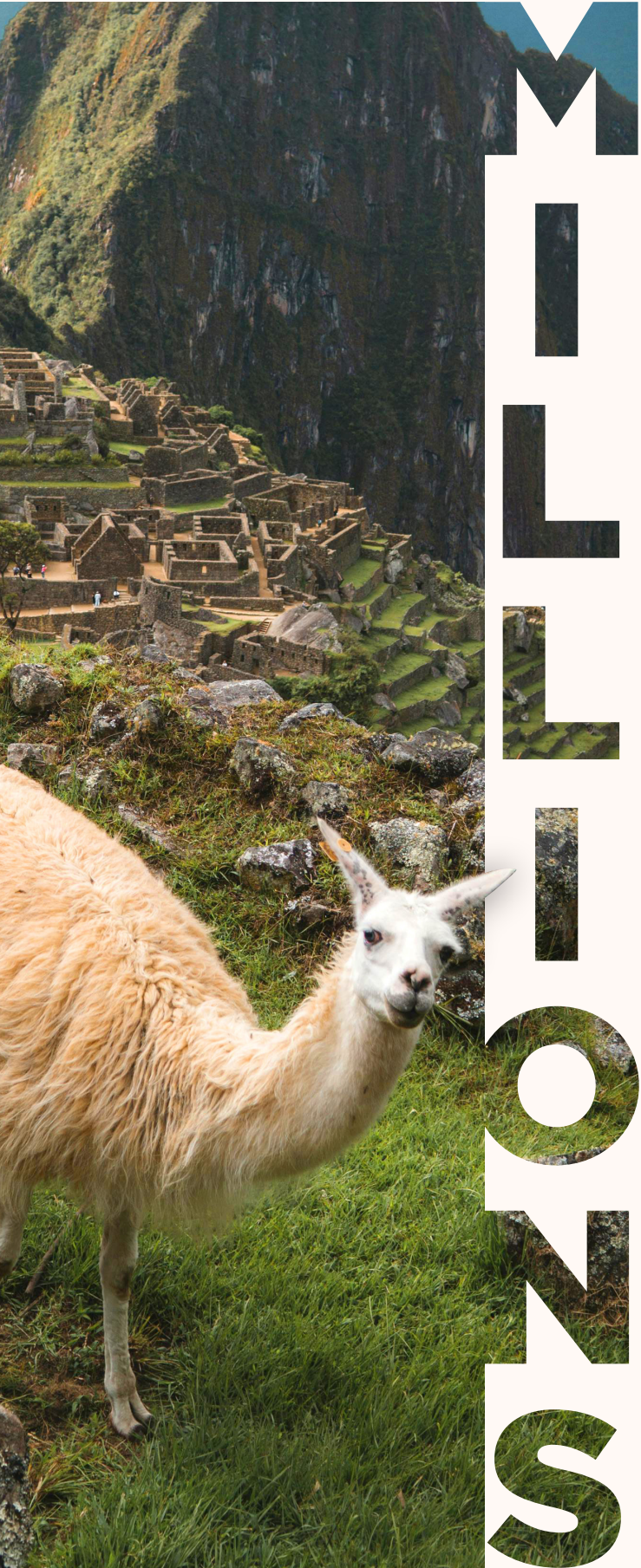
Through immersive experiences and strategic networking, the colourful participation became a centrepiece for connecting with industry leaders and elevating Perú's status as a must-visit destination.

Winning the **"Most Promising New Destination"** award at OTM 2024 highlights PROMPERÚ's strategic investment in the Indian market, showcasing its commitment to understanding and catering to Indian travellers' preferences.

RECOGNITION



MEETINGS TO



PROMPERÚ'S BUSINESS BREAKTHROUGH

Market Focus:

Tapped into India's high-spending traveller segment.

PROMPERÚ, with 10 Peruvian companies, hosted over

900 meetings and 2,500 interactions

expanding their network and creating numerous business opportunities.

Perú secured a whopping

\$1.2 million in potential business

during OTM 2024 in Mumbai, India.





KEY HIGHLIGHTS OF OTM 2024

In 2024, OTM proudly hosted -



40,000+
Trade Visitors



1000+
Buyers



1600+
Exhibitors



60+
Countries



30+
Indian States & UTs

97%

Exhibitors said that OTM delivers the right target audience for their business

99%

Exhibitors are planning to take part in OTM 2025



“Here in India, we are looking for quality not quantity because we know what you expect when your people travel abroad. Something that is great is this year I expect the Indian market will spend \$42 billion probably... I want a part of that cake in my country.”

Luis Cabello

Trade and Tourism Counsellor of Perú to India, PROMPERÚ

[WATCH THE VIDEO >](#)