

Peru

Key indicators

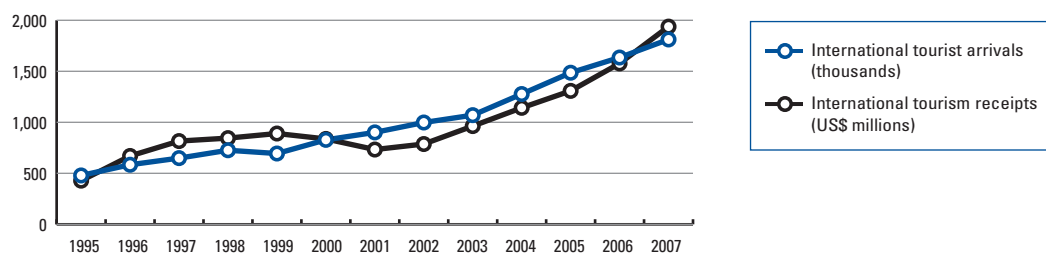
Population (millions), 2007	28.8
Surface area (1,000 square kilometers)	1,285.2
Gross domestic product (US\$ billions), 2007	107.4
Gross domestic product (PPP, US\$) per capita, 2007	7,809.4
Real GDP growth (percent), 2007	8.9
Environmental Performance Index, 2008 (out of 149 countries).....	60

Travel & Tourism indicators

	Percent of total	2009-2018 annual growth (% forecast)
T&T industry, 2008 estimates		
GDP (US\$ millions)	3,240	2.8
Employment (1,000 jobs).....	348	2.7
T&T economy, 2008 estimates		
GDP (US\$ millions)	8,701	7.5
Employment (1,000 jobs).....	892	6.9

Source: World Travel & Tourism Council, TSA Research 2008

International tourist arrivals (thousands), 2007.....1,812
International tourism receipts (US\$ millions), 20071,938



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 133)	Score (1-7 scale)
2009 Index	74	3.9
2008 Index.....	70	3.9
T&T regulatory framework	89	4.2
Policy rules and regulations.....	63	4.5
Environmental sustainability.....	85	4.3
Safety and security	108	4.3
Health and hygiene	96	3.6
Prioritization of Travel & Tourism.....	53	4.6
T&T business environment and infrastructure	92	3.0
Air transport infrastructure	92	2.6
Ground transport infrastructure.....	125	2.2
Tourism infrastructure	78	2.5
ICT infrastructure	81	2.5
Price competitiveness in the T&T industry.....	47	4.9
T&T human, cultural, and natural resources	33	4.4
Human resources	71	5.0
Education and training	77	4.5
Availability of qualified labor.....	50	5.5
Affinity for Travel & Tourism.....	85	4.6
Natural resources	8	5.2
Cultural resources.....	42	2.9

Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

The Travel & Tourism Competitiveness Index in detail

■ Competitive Advantage ■ Competitive Disadvantage

INDICATOR	RANK/133	INDICATOR	RANK/133
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership19	8.01	Hotel rooms*54
1.02	Property rights102	8.02	Presence of major car rental companies*73
1.03	Business impact of rules on FDI30	8.03	ATMs accepting Visa cards*92
1.04	Visa requirements*10		
1.05	Openness of bilateral Air Service Agreements*7	9th pillar: ICT infrastructure	
1.06	Transparency of government policymaking96	9.01	Extent of business Internet use90
1.07	Time required to start a business*117	9.02	Internet users*53
1.08	Cost to start a business*88	9.03	Telephone lines*92
		9.04	Broadband Internet subscribers*68
		9.05	Mobile telephone subscribers*87
2nd pillar: Environmental sustainability		10th pillar: Price competitiveness in the T&T industry	
2.01	Stringency of environmental regulation95	10.01	Ticket taxes and airport charges*86
2.02	Enforcement of environmental regulation102	10.02	Purchasing power parity*44
2.03	Sustainability of T&T industry development70	10.03	Extent and effect of taxation74
2.04	Carbon dioxide emissions*38	10.04	Fuel price levels*66
2.05	Particulate matter concentration*93	10.05	Hotel price index*18
2.06	Threatened species*112		
2.07	Environmental treaty ratification*52	11th pillar: Human resources	
		11.01	Primary education enrollment*42
3rd pillar: Safety and security		11.02	Secondary education enrollment*46
3.01	Business costs of terrorism102	11.03	Quality of the educational system132
3.02	Reliability of police services122	11.04	Local availability of research and training services86
3.03	Business costs of crime and violence113	11.05	Extent of staff training93
3.04	Road traffic accidents*88	11.06	Hiring and firing practices93
		11.07	Ease of hiring foreign labor20
4th pillar: Health and hygiene		11.08	HIV prevalence*78
4.01	Physician density*80	11.09	Business impact of HIV/AIDS81
4.02	Access to improved sanitation*85	11.10	Life expectancy*55
4.03	Access to improved drinking water*92		
4.04	Hospital beds*107	12th pillar: Affinity for Travel & Tourism	
		12.01	Tourism openness*103
5th pillar: Prioritization of Travel & Tourism		12.02	Attitude of population toward foreign visitors85
5.01	Government prioritization of the T&T industry59	12.03	Extension of business trips recommended52
5.02	T&T government expenditure*81		
5.03	Effectiveness of marketing and branding43	13th pillar: Natural resources	
5.04	T&T fair attendance*25	13.01	Number of World Heritage natural sites*10
		13.02	Protected areas*55
6th pillar: Air transport infrastructure		13.03	Quality of the natural environment76
6.01	Quality of air transport infrastructure94	13.04	Total known species*3
6.02	Available seat kilometers, domestic*33		
6.03	Available seat kilometers, international*47	14th pillar: Cultural resources	
6.04	Departures per 1,000 population*75	14.01	Number of World Heritage cultural sites*19
6.05	Airport density*73	14.02	Sports stadiums*73
6.06	Number of operating airlines*78	14.03	Number of international fairs and exhibitions*50
6.07	International air transport network90	14.04	Creative industries exports*49
7th pillar: Ground transport infrastructure			
7.01	Quality of roads99		
7.02	Quality of railroad infrastructure90		
7.03	Quality of port infrastructure127		
7.04	Quality of ground transport network120		
7.05	Road density*114		

* Hard data

Note: For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.