

### Adventure + tourism





THIS IS THE STORY OF A COUNTRY CALLED PERU, THAT BOASTS THREE NATURAL REGIONS AND EIGHT ALTITUDINAL ZONES. YES, THIS IS GEOGRAPHY. HERE, WE PRESENT THE ADVENTURE THAT AWAITS YOU IN THIS LAND.



Travel has always been a part of us. The epic travels of Odysseus in Homer's tales. Plumbing the ocean's depths in submarines, through the science fiction of Jules Verne. The encounters of the giant Gulliver with Lilliputians. Captain Ahab's obsessive search in his whaling craft.

What is it about these stories that so stimulates the imagination? What do these journeys really hold for us? We believe it is the allure of nature, of what might await, unforeseen, at the destination. And also, what we might discover about ourselves: the spirit of adventure. It seems as if there is no corner of the world that has not been photographed in the age of Google Earth. It is as if human beings have trodden every one of the natural reserves. And yet, that's not the case.

Because of a geographic accident, Peru has become a great adventure destination in world tourism. The Andean Mountain Range is the longest chain on the planet and crosses its territory vertically. It is this very terrestrial presence that has defined Peru's ecosystems and landscapes for millions of years. There is more than just coast, mountains and jungle in Peru; the mountains divide the country into eight altitudinal zones. They have also shaped the temperament of Peruvians. Twelve World Heritage Sites are testimony to ancient ways of understanding and living amongst the landscapes: the middle of a desert, on a steep mountain, or beside a lake.

Peruvians have always recognized the tremendous natural wealth of their land: gorges, rivers, lakes, waterfalls, valleys and forests. And they have always understood that their flora and fauna form an integral part of a landscape that is climatically and geographically so diverse. This mosaic starts at the Machu Picchu Historic Sanctuary with its trekking paths that cross verdant mountains and follow traces of old Inca roads. It continues through the meandering rivers of the Amazon jungle that penetrate its dense forests. And the rapids of a ravine made for kayak descents. Or the bays of the Paracas National Reserve and their untamed winds, ideal for nautical sports. The snowy peaks of **Ancash** are prized by international mountaineers. And the canyons of the Colca in Arequipa are the place to contemplate the flight of the condor.

This same geography makes for a biodiversity of climates and scenery. It also encourages the growth and cultivation of foods that are natural, healthy and ideal for nutrition, whose finest qualities are expressed here in Peru: **superfoods** such as quinoa, amaranth, sacha inchi and maca; **fruits** such as lucuma, custard apple and goldenberry; **vegetables** such as asparagus. Each region of the country has its own particular nutritious richness.

**Peru** is the perfect destination to continue writing new travel stories.

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#### **INTENSITY AND HEIGHT**

Peru's eight altitudinal zones are a way of conceiving its different ecosystems, from its 2250 kilometers of coast along the banks of the Pacific Ocean, to Huascaran, the highest snow-capped mountain in the Andes, at 6768 meters. Towards the country's eastern side, the highland and lowland jungles lushly open out. In the middle, the almost tropical climate of its beaches and bays contrasts with the dry cold of the puna and plateaus. But there is also room for rainforests. And for freezing lakes lapping the foothills of high peaks, or warm lagoons flanked by mountains covered with vegetation.

We wanted to locate the destinations we present here in this magazine according to their elevation, using this contour line that represents a challenging and exciting mountain.

## **PARACAS** (ICA)

Diving, sport fishing, kayaking, paragliding, cycling, windsurfing and sandboarding

786 meters)





## CHOQUEQUIRAO (CUSCO)

Trekking in the Andes

(3104 meters)

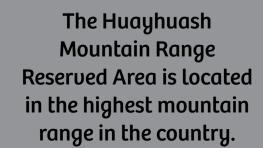
## **COLCA** (AREQUIPA)

Canoing, rafting, kayaking, horseback riding and zip lining in the valley and the canyon

(between 3000 and 5000 meters)



Choquequirao was chosen as the best destination on the Best in Travel 2017 list, published by the Lonely Planet guidebook.



## HUAYHUASH (ANCASH)

Mountaineering, trekking and bird watching

(between 3300 and 6634) meters)

**KUELAP** (AMAZONAS)

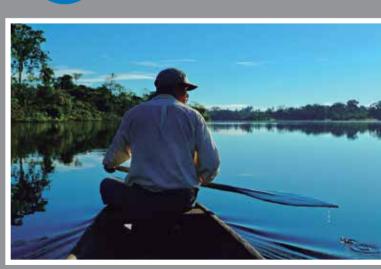
Trekking, horseback riding and flora and fauna watching

(between 2300 and 3000) meters)

## **AMAZONAS RIVER** (LORETO)

Hiking, kayaking, piranha fishing, paddling and canopying (between 70 and 220 meters)







# A NATURAL ADVENTURE CLOSE TO THE CLOUDS

An ancient stone construction on a mountain top, an imposing waterfall and a lagoon that seems like a mirror made of water.

-Amazonas-





With perimeter walls of up to 20 meters in height, **Kuelap**, the most important urban center for the **Chachapoyas culture**, has an area of six hectares and is located at the top of a mountain of more than 3000 meters, as if it were a sentry confused by the landscape. It is said that the name comes from a pre-Inca term meaning "forest in the clouds". There is mist. There are limestone and clay constructions, bromeliads, orchids, moss and lichens. A characteristic of the rainforest landscape.

Until recently, reaching Kuelap from Nuevo Tingo, one hour from Chachapoyas, the capital city of Amazonas, took an hour and a half. The journey was 72 kilometers, along winding paths. Since 2017, the section from Nuevo Tingo can be traveled in just twenty minutes, thanks to a modern cable car crossing gorges and mountains. **The Kuelap Cable Car** project—26 cabins, each with capacity for eight passengers—mobilizes many more tourists in a faster and more efficient manner offering a magnificent experience with the view.

With the improvements of the roads that link Chachapoyas with the towns of San Martin, forming part of the northern Amazon circuit, Cocachimba appeared on the map, with almost the same spontaneity as the region's Andean cock of the rock, hummingbirds and wild orchids. The circuits (hiking or on horseback) to see Gocta waterfalls up close begin from the village of Cocahimba. It is an immense fall of water—one of the highest cascades in the world—, equivalent to twice the height of the Empire State Building in New York. It actually drops a total of 771 meters over two falls: the first measures 231 meters and the second 540 meters. It is a natural spectacle that makes the five kilometer journey from Cocachimba well worth it.

**Location:** Luya and Bongara provinces in the department of Amazonas **Elevation:** Between 1800 and 3050 meters **Temperature:** From 15 (min.) to 25 °C (max.)



The prize for walking five kilometers from Cocachimba is reaching Gocta, one of the highest waterfalls in the world.



#### **Lagoon of the Condors**

There are no condors: but the people who lived here decades ago assure us that these majestic birds used to circle above. It is also known as the Lagoon of the Mummies because close to its banks, on an elevated steep slope parts of an ancient Chachapoya and Inca mausoleum were discovered: 200 mummies sheltered in six chullpas (tombs), quipus (a Pre-Hispanic counting system), and samples of rock art on the walls.

Today it is certainly a challenge for **trekking** enthusiasts. The road leaves the town of **Leymebamba** and crosses marshes and steep mountains until it reaches a lagoon with green and dark reflections. An almost cinematic landscape greets the visitor: a mirror of water flanked by vegetated slopes and enveloped by a curtain of mist over the surface—with a length of four kilometers and a width of two—.

Location: Chachapoyas province in the department of Amazonas Elevation: 2600 meters High season: From May to September Temperature: 15 °C (on average)



## **ALTERNATIVE ROUTES**

The ancient imperial city is also a land of trails. A brief guide to the region's trekking alternatives.

-Cusco-



By now it is a maxim of contemporary tourism: walking to the historic sanctuary of Machu Picchu is something every traveler should experience at least once. These **trekking** paths—many of which were Inca roads—afford a cultural and natural adventure. Yet the charms of the region are not restricted to its most famous Inca city.

Nearby, in a hidden corner of the Vilcabamba Range, is **Choquequirao**. This archaeological complex has begun to come to the notice of researchers and tourists because of its similarity to Machu Picchu—its remains are just as extensive and important—. And some have even dared to call it "her sacred sister", although it is by no means a replica.

According to archaeologists, it is the most authentic symbol of Inca resistance: the citadel where they took refuge in 1572 from the advancing Conquistadors. As if it were a paradox, its history began at the end of the age of the Tahuantinsu-yo—as the territory dominated by the Incas was known—. It was conceived as a system of Andean settlements and cities, coordinated by a network of roads. There are competing theories about its purpose—ranging from use as a cultural and religious center, to serving as a strategic transit point, connecting the jungle with other centers in the empire—.

Today, a tour of this archaeological center—regarded by

National Geographic Traveler in 2015 as one of the best destinations—is organized around nine architectonic groups. A system of terraces and irrigation, dormitories and temples, all similar to those of Machu Picchu, as well as a series of stone walls with rare camelid iconography, all stand out.

However, the experience begins well before the traveler steps out along its terraces: the trekking—of four or five days, depending on one's physical state—begins at the town of San Pedro de Cachora. It is here that a walk of 30 kilometers begins, crossing the Apurímac River and continuing upwards, passing through the villages of Santa Rosa and Marampata, until reaching Choquequirao. The scenery is powerful. From Inter-Andean valleys, canyons plunging to depths of 2000 meters and rural settlements, to the vitality of the cloud forests and subtropical Andean vegetation. Unlike other more crowded trails, it is also possible to observe native animals, such as deer, spectacled bears, condors and hummingbirds. And medicinal plants, ferns, orchids and bromeliads.

The effort is rewarded with a journey that blends Cusco's natural diversity with the mysteries and complexity of an ancient culture.

#### THE AUSANGATE TREK

The demanding hike around Ausangate's perpetually snow-capped peak can take several days, but the route is outstanding for the unique charm of its scenery, amidst lagoons, hot spring pools, valleys of pasture where wild llamas and vicuñas graze, canyons and snowy peaks. Ausangate is a sacred mountain, regarded as the source of water. Its inhabitants offer ritual ceremonies as payment to the land. Depending on access, it is possible to also visit the mountain of "seven colors" in the Vilcanota range. Its strange pigmentation is related to the presence of minerals and sedimentary rocks.

**Location:** Districts of Ocongate and Pitumarca in the provinces of Canchis and Quispicanchis **Elevation:** Up to 6372 meters

Degree of difficulty: High Season: From April to October Temperature: Minimum -5°C Maximum 22°C

Recommendations: It is advisable to first acclimatize, with 4 or 5 days in Cusco and surroundings. Waterproof and warm clothing, sunscreen, food and water, are all essential.

#### **LARES**

This is one of the lesser-known treks. Yet nevertheless, it provides an unforgettable experience. The route known also as the Weavers Way—begins in the district of Lares, to the north of the city of Cusco. There is also access from the Sacred Valley of Urubamba. From the start of the hike, the Andean scenery of the Veronica, Sahuasiray, Pitusiray and Chicon peaks alternate with archaeological remains and Quechua-speaking villages. The trek also allows contact with traditional customs, such as llama and alpaca grazing, tuber cultivation and, of course, textile production.

**Location:** Lares district in the province of Calca

Elevation: Up to 4550 meters

Degree of difficulty: Medium

Season: From May to October

Temperature: Minimum 5 °C

Maximum 21 °C

Recommendations: First acclimatize, with 3 or 4 days in Cusco and surroundings. Carry a sleeping bag, water, purification tablets, sunscreen, repellent, a torch, a hat and sunglasses.



In Quechua, its name means "savage mountain". The slopes of this snowcapped mountain are known for their technical difficulty and each year attract mountaineers from all over the world. However, a network of trekking paths can also be found nearby. The best-known hike takes four days and can start in Limatambo, Mollepata or Soraypampa. Two imposing peaks dominate the landscape: Humantay and Salkantay. This destination also offers the possibility of discovering native wildlife—from vizcachas and alpacas, to condors—. It is an alternative route for reaching the Machu Picchu Historic Sanctuary, following the Inca

Location: Districts of Santa Teresa and Limatambo in the provinces of La Convención and Anta Elevation: Up to 6271 meters Degree of difficulty: High Season: From June to September Temperature: Minimum -5°C

Maximum 27 °C

Recommendations: Acclimatization is suggested. Also carry water, a torch, a hat, a sleeping bag, purification tablets, and insect repellent.





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## The Adventure Association

The Peruvian Association of Adventure Travel and Ecotourism (APTAE) fosters and promotes sustainable tourism in the country.



The commitment to sustainability has meant that many APTAE members have achieved international-level certifications, such as Rainforest Alliance Certified, the Travelife system and carbon neutral policies.

+ information at www.aptae.pe

n 1975, the tourism company of Alfredo Ferreyros, was already offering trips to **Choquequirao**. The AP-TAE President was one of the pioneers of responsible tourism to this Inca city. Some forty-one years later, Choquequirao was chosen as the best destination in the list of Best in Travel published by the prestigious Lonely Planet guide. The path towards consolidation as a new destination is the sum of a set of long term variables: infrastructure, investment, promotion and reliability. Along the way, the APTAE's mission is to position a new destination while ensuring it does not become saturated."We don't just focus on the demand. We are concerned about the supply", says Alfredo Ferreyros. To deliver this, APTAE has a code of ethics that its members must follow and which reflects criteria of the **World** Tourism Organization (UNWTO) and the Global Sustainable Tourism Council (GSTC).

Sustainability is based on three pillars: environmental, sociocultural and socioeconomic. APTAE fosters peruvian companies to engage with these criteria.

The goal that APTAE members share is to promote the guidelines for the safe and sustainable management of adventure and nature tourism. It also focuses on the training of tourism operators across the country. Last year for example, it undertook license renewal assessments for canoe leaders and delivered courses in bird watching, first aid and sustainable tourism in Natural Protected Areas. Among the strategies for committed tourism, APTAE encourages companies to undertake socially and environmentally responsible projects, fair trade and reforestation projects, promoting a sustainability philosophy and quality experiences.

For APTAE, every journey and every tourist, is a showcase for the country.

## VOLUNTARY CONSERVATION

120 areas of Private Conservation in the country
1.3 million hectares protected by Peruvians
Tourism seen today in Peru as a driver of
conservation efforts

+ information at www.spda.org.pe

In 1994, Karina Pinasco and her mother bought a piece of land in the San Martín region, seeking peace in the forest. At the entrance, they placed a sign that read: Private Reserve. At the time, this meant nothing in Peru. Many milestones were to follow: In 1997, the Protected Areas Law was passed and in 2000, the Forestry and Wildlife Law. Today, Karina Pinasco's land is known as the Pucunucho Private Conservation Area and protects the habitat of the tocon monkey. It is one of the many stories of the country's journey from where it was, with no legal framework at all, to now having 120 Private Conservation Areas. These are promoted by the Peruvian Environmental Rights Society (SPDA) through a guide published in 2016: La Ruta Natural (The Natural Way).

Although it was once believed that people should not enter these areas, the current vision allows for tourism to be promoted, within certain protection standards. This allows the showcasing of an area (generating resources) and the crea-

tion of links between people and a space (producing connection). For tourism to be optimal, it is necessary to focus on certain considerations. Firstly, each area must have an objective—for example, protecting the yellow tailed monkey or the Andean bear—. The starting point is an assessment of whether tourism activity will present risks. Then, it is necessary to zone the space, to determine which places will be off limits. Calculations must be made of the maximum number of people an area can accommodate. Measures to minimize risks must be identified, such as reducing noise or avoiding the entry of predatory species. The work of volunteers to support the efforts of the state is important at each of these stages and in each conservation area. For these pioneers, the best recognition is the thought of the return of species believed to be extinct in an area that they cared for years earlier. Tourism can be a driving force that motivates these conservation efforts to continue growing.

#### MILESTONES IN PRIVATE CONSERVATION IN PERU

#### Protected Areas Law (1997)

There was previously no legal framework to support private and community initiatives. The Private Conservation Area legal model arose.

#### Forestry and Wildlife Law 27308 (2000)

It was created for the government to issue private and community licenses for conservation and ecotourism, allowing people and organizations to protect public land.

#### **Protected Areas**

There are **65 natural areas** protected by the state in Peru (including parks, national and historic sanctuaries and protected forests and wildlife refuges). The reserves and natural areas are ideal for sustainable tourism.

+ information at www.sernanp.gob.pe



**HUASCARAN NATIONAL** PARK (Ancash)



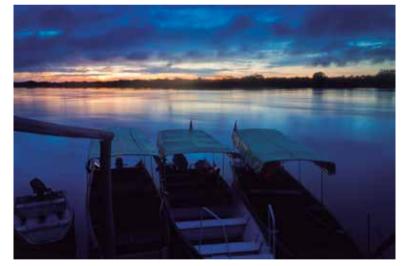
**MANU NATIONAL PARK** (Madre de Dios)



**MACHU PICCHU HISTORIC SANCTUARY (Cusco)** 



**SALINAS AND AGUADA BLANCA NATIONAL RESERVE (Arequipa)** 



**PACAYA SAMIRIA NATIONAL RESERVE** (Loreto)



**PARACAS NATIONAL RESERVE** 

## **National Natural Reserves and Areas**

Biodiversity is the pillar of more than 14 million protected hectares. A series of national initiatives for conservation, tourism and sustainable ecosystem use.

## **Private Conservation Areas**

More than 357 thousand hectares of land are protected by private initiatives: families, communities and different organizations.



**MISTY ROUTE (Amazonas)** 



**KOSÑIPATA ROUTE (Cusco)** 

leased in 2016.





**CHAPARRI ECOLOGICAL RESERVE (Lambayeque)** 



HUAYHUASH ROUTE (Lima, Ancash and Huanuco)



**DESERT ROUTE (Ica and Arequipa)** 

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# The Inca trail connects South America

-Qhapaq Ñan-

It is an amazing network of roads that connected the territory of the Inca Empire. The Incas developed a communications system that allowed them to dominate new areas, absorb cultures and administer the resources of different ecosystems.

## What was the purpose of Qhapaq Ñan (the Inca Trail)?



#### To transmit information.

In Cusco the Inca was able to receive information coming from Quito, Ecuador, in twelve days.



#### To mobilize armies.

Inca expansion required deployment of large numbers of people.

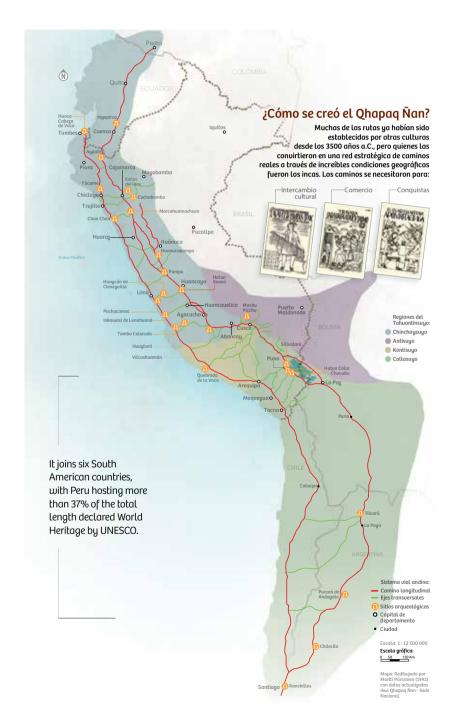


## **To transport goods and food.** People in Cusco could access fresh marine products.

A

#### To transport labor.

This was necessary for the construction of the road itself and its services.



#### The trail to Machu Picchu

The network's most popular trail begins 82 kilometers along the Sacred Valley highway and ends at the entrance to Machu Picchu (Inti Punku, or the Sun Gate). The journey lasts between 3 and 5 days. It climbs through several climates and formations, from exotic cloud forests at 2800 meters above sea level, to fissures above 4500 meters among Pre-Hispanic structures.





Llactapata
It is worth the effort to explore the Llactapata
Observatory
Temple, discovered by Hiram Bingham.



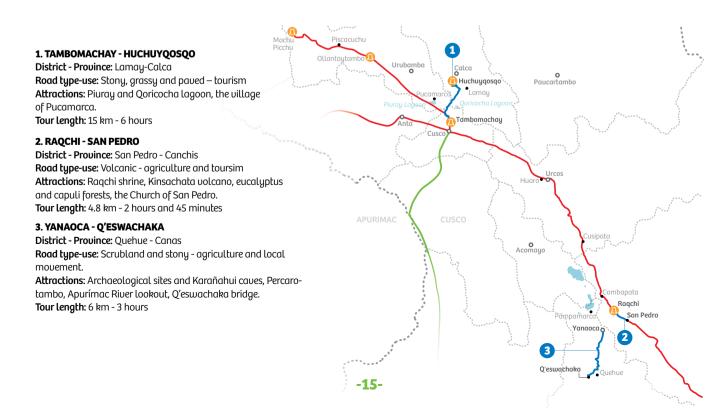
Warmihuañusca
Experience a climb
of more than 4200
meters towards
the highest point of
the trail that takes
only 4 hours.



Pacaymayo
Appreciate the
spectacular view
from 3600 meters
at the second
camp on the tour.

#### Cusco

Tour these outstanding sections during your visit to the Inca captial.



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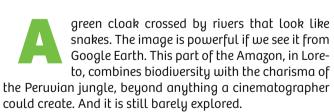
-Loreto-

# A jungle explorer

Expeditions in search of exotic animals, nocturnal jungle hikes and swimming with pink river dolphins are experiences out of the ordinary. In the Peruvian Amazon, this adventure is no dream. Let yourself be guided by a specialist tour operator.







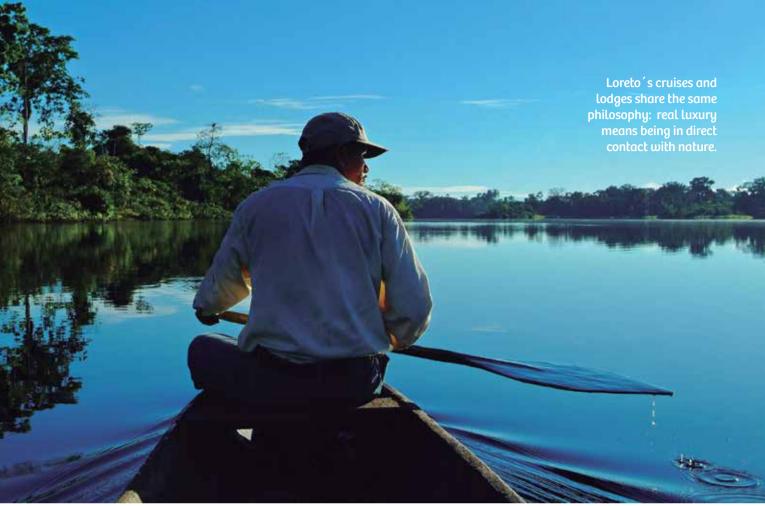
The adventure begins when the aircraft lands at Iquitos airport. The heat is powerful and moist. And during the wet season, the tropical downpours are intense.

To discover the heart of the jungle, in addition to the awe-inspiring sustainable lodges, there are tour options organized by **cruise companies, with nature guides and cruises equipped for navigating wide rivers**—such as the Marañón, Ucayali and Amazon—as well as smaller channels. The supply is varied, but it is advisable to reserve one's tour several months in advance. **Aqua Expeditions**, a company that has operated for ten years, has some of the most confortable river cruises—the Amazon Aria has

international safety certification guaranteeing a high level of management and operation— and its three, four and seven night itineraries are designed for groups of up to eight people.

The journeys include observation of native fauna such as grey and pink river dolphins—the most emblematic of the Amazon's mammals—alligators, and sloths. There are birds such as parrots, macaws, long-billed swallows, blackbirds, black-necked hawks, and tropical songbirds. Among hundreds of other exotic species, squirrel monkeys and a variety of toads and bats can also be seen. The company also **offers soft adventure activities**, such as jungle walks, kayaking, piranha fishing and night expeditions accompanied by specialist guides.

**Delfin Amazon Cruises**, another of the more experienced companies, has three river cruises equipped for small and medium-sized groups—one of which has an on board swimming pool—. Its activities include **paddling**, **canopy**,







swimming with dolphins and visits to local communities that sell their handicrafts.

**Jungle Experiences** is another specialist explorer company. It has five options of between two and seven nights that place an emphasis on contact with nature. The itineraries follow the seasons (wet / high river and dry / low river) and include two or three excursions per day in the jungle. All are optional, but they seek to awaken the passenger's most adventurous side.

In all cases, the experience offers genuine contact with the Peruvian Amazon, without sacrificing comfort.

Navigating the Amazon, with nature guides and cruises equipped to traverse rivers and small streams, is to discover the jungle as an explorer.

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## **CONQUERING THE MOUNTAIN**

Peaks and glaciers suitable for the most intrepid Andean mountaineers, the most beautiful treks; a raw experience in a region renowned for diversity.

-Ancash-





The landscape, with its snow-capped peaks, scrubland, glaciers and impossible lagoons; with the rivers and polylepis forests, as well as wetlands and scattered hamlets and their people. And even a capricious climate. In the **Huayhuash Mountain Range**, everything seems to challenge fragility. As if there were no place for the passage of time.

This natural area has an unbeatable charm for fans of high mountain sports and ecotourism. The range's principal peaks—consisting of 21 snow caps, dominated by Yerupaja, at 6634 meters in height—have almost vertical walls of rock and ice, that have become a challenge even for professional Andean mountaineers. Many are yet to be climbed.

But this is not the only attraction. A tour of the mountain chain—on an itinerary of between 12 and 18 days—has been recognized internationally as **one of the most beautiful trekking circuits in the world**. The reserve is also considered an Important Bird and Diversity Area by BirdLife International.

Location: The Huayhuash Mountain Range Reserved Area covers the territory of Bolognesi (Ancash), Lauricocha (Huanuco) and Cajatambo (Lima) Elevation: Between 3300 and 6634 meters

**Temperature:** Minimum 0 °C Maximum 20 °C **Season:** From April to September

#### Perú Llama Trek

This trekking circuit recaptures an ancient pilgrimage route to Chavin de Huantar, one of the country's most important Pre-Hispanic archaeological sites. And it also combines adventure with ecotourism and cultural exchange. The three-day tour begins in the town of Olleros. It is guided by community members accompanied by llamas — this is an experiential tourism program promoted by PROMPERÚ, which revives the use of these camelids as pack animals—.

**Location:** Olleros-Chavin de Huantar **Elevation:** Between 3450 and 4680 meters

Main attractions: Yanashallash Pass, Rurec and Uruashraju snowcapped peaks, together with Shacsha and Tuctupunta.

**Area:** 37 kilometers through the Cordillera Blanca (White Mountain Range)



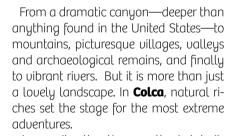


## **DIZZYING HEIGHTS**

Valleys of prairies and volcanoes, a magnificent canyon and kayak descents through rapids

-Arequipa-

+ information at www.vallevolcanesperu.pe



Among its attractions are the Antahuilque and Cruz del Cóndor lookouts—strategic points to observe the flight of the great Andean bird—and Chivay, a colonial town known for its Wititi dancers, its superb church and thermal baths.

Stealing the limelight however, is the environment. The conditions here are perfect for horseback riding, mountain biking, artisanal fishing, trekking, zip lining and Andean mountaineering. The Colca River is also one of the best places to practice canoing, rafting and kayaking.

It is an experience suitable only for the more intrepid because it includes rapids of difficulty grade + V. The upper and middle sections are only navigable in kayak by experienced enthusiasts.

**Location:** Caylloma, to the far north of Arequipa

**Elevation:** Between 3000 and 5000 meters

**Season:** Varies according to the type of activity.

**Temperature:** 10 °C (on average)



### Valley of the Volcanoes

The valley consists of 36 inactive but especially beautiful volcanoes. It has more than one hundred eruption sites with enormous lava flows, rivers and lagoons. In addition to native flora and fauna, in the surroundings there are archaeological remains of Pre-Inca cultures, such as the Antaymarca citadel. In the villages of Andagua, Ayo, Chachas, Chilcaymarca and Orcopampa, there is a sustainable tourism program run by the inhabitants that offers hikes, horseback riding, canoing, sport fishing, mountaineering and mountain biking —between lava and small craters up to 300 meters—. Adventure, without leaving living tradition behind.

**Location:** Castilla Province. **Elevation:** Between 1350 and 4000 meters

**Temperature:** Between 2 and 15 °C.

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A publication of the Peru Export and Tourism Promotion Board - PROMPERU. Calle Uno Oeste N° 50, 14<sup>th</sup> floor, urb. Corpac, San Isidro, Lima-Peru. Telephone (51 1) 616 7300. www.promperu.gob.pe Copyright © 2017 by PROMPERU. All rights reserved. Free distribution, not for sale. **Edition**: Department of Graphic and Audiovisual Production - Production Subdirectorate | **PROMPERU team**: Pilar Rodríguez, Sandra Doig, Gabriela Trujillo, Maria Isabel Rodríguez, Ysabel Senosaín, Milagros Bustamante, Juan Carlos Taboada, Fernando López, Ivanna Frkovich. | **Texts**: Manolo Bonilla, Gloria Ziegler. | **Translation**: Alex Jefremov. | **Cover illustration**: Manolo Bonilla. | **Fotography**: Gihan Tubbeh, Adrián Portugal, Arturo Bullard, Daniel Silva, Jaime Chávez, Manolo Chávez, Iñigo Maneiro, J. Vallejo, Renzo Tasso, Heinz Plenge, Walter Wust, Ernesto Benavides, Alex Bryce, Juan Puelles, Richard Hirano, Julio Angulo, Mylene d'Auriol, Aqua Expeditions, Conservamos por Naturaleza, Delfin Amazon Cruises. | **Acknowledgments**: Aqua Expeditions, Delfin Amazon Cruises, Jungle Experiences, Peruvian Association of Adventure Travel and Ecotourism (APTAE), Peruvian Environmental Rights Society (SPDA), National Service of Natural Areas Protected by the State (SERNANP), DMO Valle de los Volcanes. Lima, April 2017.