

IN-STORE

## Orient-Express promotes bespoke travel with Peruvian tour

May 22, 2013



By TRICIA CARR

International hotel, river cruise and rail company Orient-Express is offering a six-night “Insider’s Peru” tour to showcase four properties and one train line.

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**Luxury Daily**

The brand curated the tour to be a historical, cultural experience that is personalized to each traveler. Orient-Express created the package in response to a demand for trips that allow guests to participate in everyday activities that locals enjoy.

"This particular tour allows for many great sites and activities to be included in several days, which is a great way to see this part of the world and learn more of the fascinating history," said Damon M. Banks, director at [DMB Public Relations](#), New York.

"With luxury safari tours and a growing number of luxury eco-friendly tours and accommodations becoming increasingly popular, tours such as these are surely on the rise," he said.

Mr. Banks is not affiliated with Orient-Express, but agreed to comment as an industry expert.

[Orient-Express](#) was not available to comment directly on this matter.

## Trip of a lifetime

Travelers who buy the Insider's Peru tour will first stay at the Miraflores Park Hotel by Orient-Express, Lima.

Guests are encouraged to visit nearby museums, galleries, archaeological sites, festivals and eateries, including the on-site local favorite Mesa 18 by Toshiro, a Peruvian and Japanese restaurant.



### *Mesa 18 by Toshiro*

On the second day is a flight to Cuzco where guests will stay at Orient-Express' newest property in Peru called Palacio Nazarenas.

Guests will spend the day with tour guide Jorge Escobar Medrano during which they will visit local landmarks such as Cuzco Cathedral and the Convent of Santo Domingo.

The third day is also spent in Cuzco. Guests will visit other landmarks and have lunch at Map Café at the Pre-Columbian Art Museum.

Travelers will visit Sacred Valley on the fourth day. Cultural activities include taking part in a shaman "offering to the earth" ceremony.

Guests can choose from two excursions after lunch: exploring Ollantayambo or shopping in Urubamba.

The fifth day is when guests will travel on-board the Hiram Bingham train.

Before arriving at Orient-Express' Machu Picchu Sanctuary Lodge, guests will visit the Inca citadel where they can explore the ruins and learn about the site from the resident archaeologist.



### *Machu Picchu Sanctuary Lodge*

On the last day, guests will travel back to Cuzco via the Hiram Bingham after morning activities.

Guests can add a seventh day to their trip at the Hotel Monasterio, Lima, built on the site where Inca Amaru Qhala's palace stood.

The goal of the Insider's Peru tour is to let travelers experience lesser-known parts of South America in a bespoke way, according to Orient-Express.

The package is available going forward through the Orient-Express Web site or a "Journeys in Peru" tour operator.

### Adventure awaits

Other luxury hotel brands are offering curated tours that incorporate multiple properties and amenities.

For example, Four Seasons Hotels and Resorts is boasting its expertise in planning vacations by curating two 2014 "Around the World by Private Jet" tours that are tailored for affluent travelers.

The new itineraries include the 18-day "Rediscover the Americas" and 23-day "Around the World" packages in partnership with jet provider TCS & Starquest. Four Seasons has offered three previous Around the World by Private Jet tours that sold out ([see story](#)).

In addition, The Leading Hotels of the World is catering to adventurous, affluent travelers through a partnership with The Shackleton & Selous Society to offer vacations and safaris in exotic destinations where its hotels are located ([see story](#)).

The demand from affluent travelers for guidance when planning a trip to an unfamiliar destination could make these packages successful.

"There is certainly a growing trend in travel to these remote areas of the globe, such as Peru, and adventure travel overall," Mr. Banks said.

"However, having the proper guides and luxury accommodations and amenities make this a realistic option for many who might choose another destination to remain in their

comfort zone,” he said.

Final Take

*Tricia Carr, associate reporter on Luxury Daily, New York*

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