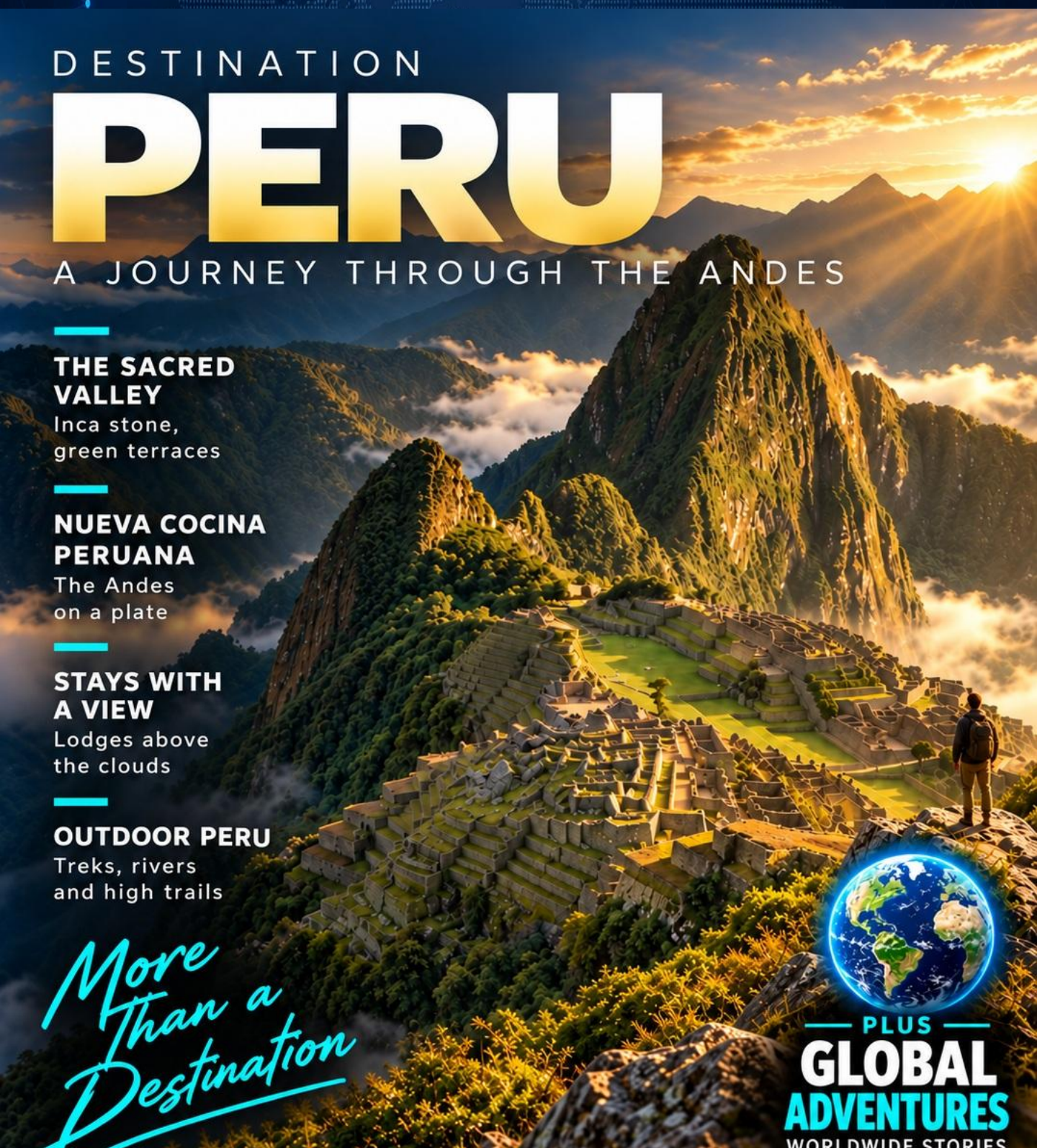
GSR ADVENTURE
TOURISM • HOSPITALITY • CULINARY MAGAZINE
ISSUE 26/02
WEEK 40



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EXPLORE · STAY · TASTE · EXPERIENCE
ISSUE 26/01 WEEK 39



EDITOR'S
NOTE

Where History Touches the Sky

Some journeys take you further.
Peru takes you higher.

In this issue, we travel into the Andes - from Cusco, the old Inca capital, through the Sacred Valley to Machu Picchu, where stone, cloud and history meet.

Along the way, we sit down at the Peruvian table, where ancient Andean ingredients and a new generation of chefs have shaped one of the world's most admired cuisines.

For those who want more than a viewpoint, we close with Peru's great outdoors.

Thank you for being part of this journey.

Gürkan Sever
EDITOR-IN-CHIEF

NATURE
PEOPLE
FLAVOURS
ADVENTURES
A BRIGHTER TOMORROW

PERU
A LAND ABOVE THE CLOUDS

EXPLORE
DISCOVER
BELONG

PERU AT A GLANCE

WHERE HISTORY TOUCHES THE SKY.

Peru is a land of extraordinary contrasts, where ancient stone cities, high Andean valleys and a living cultural heritage meet. From the Sacred Valley to the Pacific coast, every journey reveals a new perspective.

More Than a Destination

GASTRONOMY
A TASTE OF PERU

resh ingredients.
old flavours.
culinary journey
ke no other.

ANDEAN ROOTS
GLOBAL IMAGINATION



COASTAL CLASSICS
The finest ingredients from land and sea.



NATIVE INGREDIENTS
Flavours from Peru's unique biodiversity.



TRADITIONAL TABLE
Timeless recipes with modern flair.



A TASTE OF LIMA
Creative cuisine on a world stage.



HOTELS & HOSPITALITY

STAYS ABOVE THE CLOUDS

From heritage haciendas to contemporary mountain lodges, Peru turns altitude into an experience.

HOTELS · LODGES · UNIQUE STAYS

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CUSCO & MACHU PICCHU

THE SACRED VALLEY

From the old Inca capital of Cusco, the Sacred Valley follows the Urubamba River past terraced villages to Machu Picchu – the 15th-century citadel high above the cloud forest.

CUSCO
Colonial churches rise on Inca stone foundations, at around 3,400 metres.

VALLEY LODGES
Riverside haciendas offer a gentler altitude to acclimatise.

MACHU PICCHU
Timed-entry tickets limit daily visitors. Book early.

NUEVA COCINA PERUANA

THE ANDES ON A PLATE

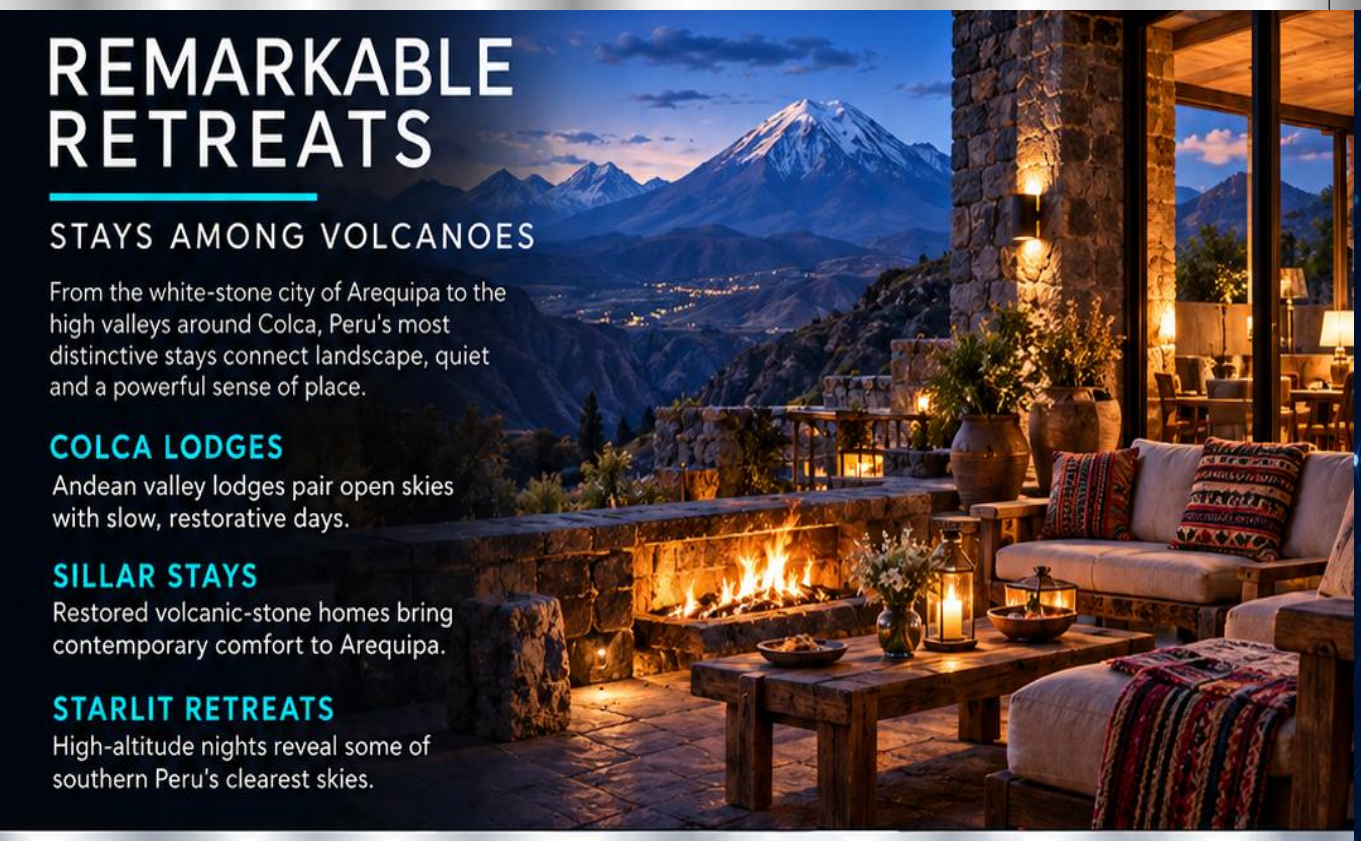
Modern Peruvian cooking brings Andean, Amazonian and coastal ingredients together with Spanish, Japanese and Chinese influences – turning Lima into one of the world's great food capitals.

CEVICHE
Fresh fish cured in lime and aji, served with sweet potato and Andean corn.

NATIVE POTATOES
Thousands of varieties grown in the Andes, from deep purple to golden yellow.

PURPLE CORN
Maíz morado gives chicha morada its deep violet colour.

REMARKABLE RETREATS



STAYS AMONG VOLCANOES

From the white-stone city of Arequipa to the high valleys around Colca, Peru's most distinctive stays connect landscape, quiet and a powerful sense of place.

COLCA LODGES
Andean valley lodges pair open skies with slow, restorative days.

SILLAR STAYS
Restored volcanic-stone homes bring contemporary comfort to Arequipa.

STARLIT RETREATS
High-altitude nights reveal some of southern Peru's clearest skies.

TRADITIONAL TABLE



THREE CLASSICS OF PERU

Peru's regional cooking is deeply rooted in local ingredients and family kitchens. These classics bring together the coast, the Andes and generations of culinary memory.

AJÍ DE GALLINA
Creamy shredded chicken in a rich yellow chilli and walnut sauce.

LOMO SALTADO
Wok-tossed beef, tomato, onion and crisp potatoes - a Peruvian-Chinese favourite.

ALPACA
Lean, tender Andean meat, often served with native potatoes and herbs.

ANDEAN WELLBEING

REST, WATER & WIDE HORIZONS

In Peru, wellbeing is shaped by altitude, mineral water and the quiet rhythm of the Andes. From thermal springs to intimate mountain spas, the landscape becomes part of the experience.

THERMAL SPRINGS
Naturally heated waters offer restorative moments beneath open skies.

VALLEY SPAS
Small lodges pair local botanicals with slow, attentive rituals.

QUIET RETREATS
Remote settings invite travellers to pause and breathe.



SWEET PERU

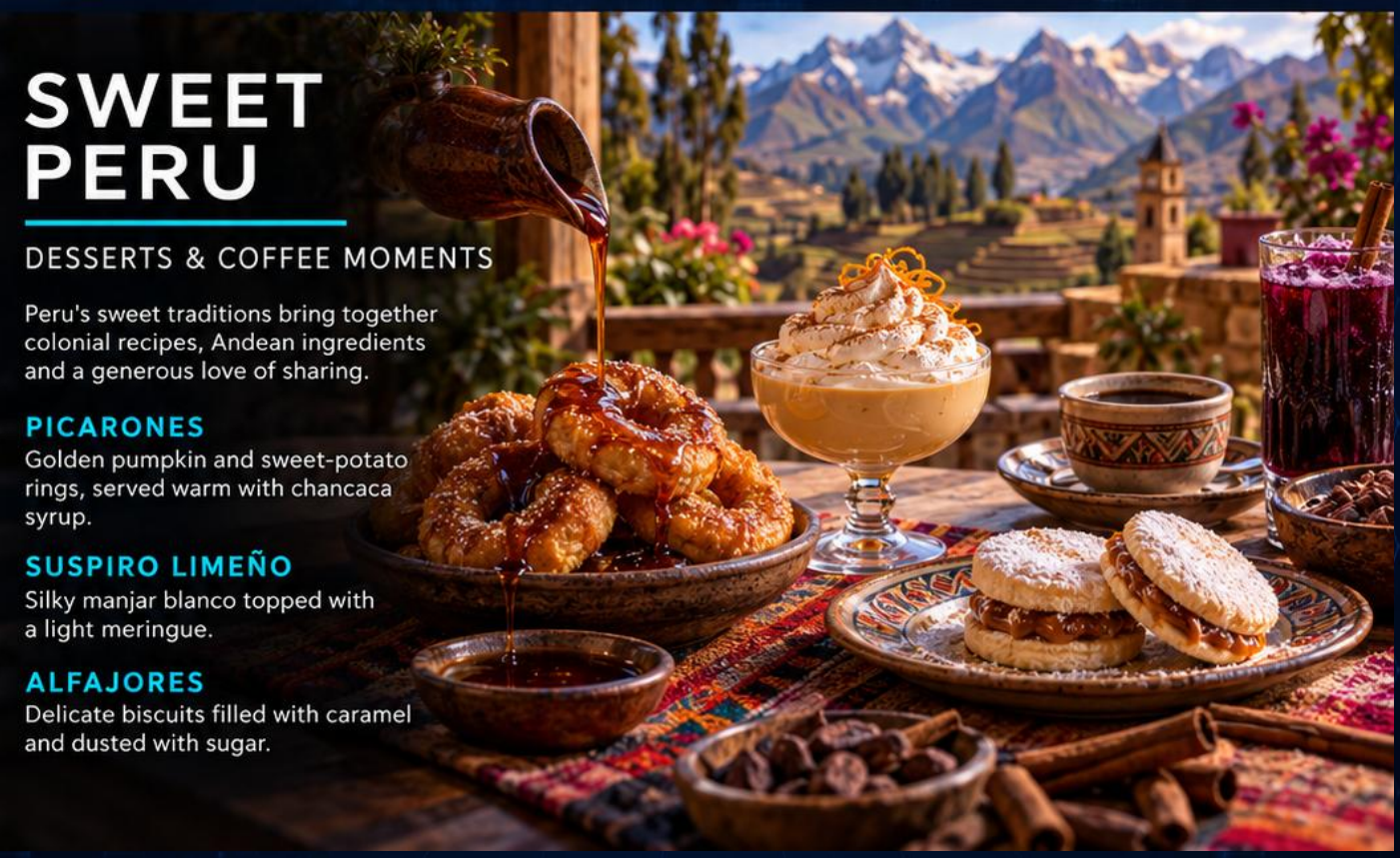
DESSERTS & COFFEE MOMENTS

Peru's sweet traditions bring together colonial recipes, Andean ingredients and a generous love of sharing.

PICARONES
Golden pumpkin and sweet-potato rings, served warm with chancaca syrup.

SUSPIRO LIMEÑO
Silky manjar blanco topped with a light meringue.

ALFAJORES
Delicate biscuits filled with caramel and dusted with sugar.



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A Taste of PERU

LOCAL INGREDIENTS
EXTRAORDINARY FLAVOURS

Peruvian ceviche is a celebration of the Pacific – bright lime, fresh fish and ají brought together in a dish that is simple, precise and unforgettable.

Fresh. Bright. Unmistakably Peru.



CEVICHE CLÁSICO

CLASSIC PERUVIAN CEVICHE

SERVES 4 | PREPARATION 20 MINS | NO COOKING

INGREDIENTS

- 600 g very fresh white fish, diced (such as sea bass, snapper or corvina)
- 8 limes, juiced
- 1 red onion, thinly sliced
- 1 ají limo or red chilli, finely chopped
- 1 tsp grated ginger
- A handful of fresh coriander (cilantro), chopped
- 1 sweet potato, cooked and cut into chunks
- 1 cup cooked choclo corn (large-kernel Andean corn)
- Salt and black pepper, to taste



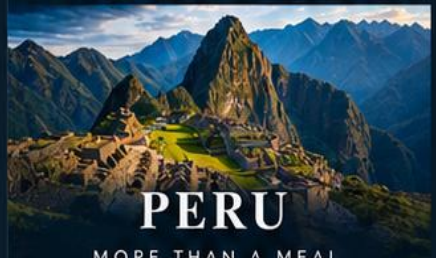
METHOD

1. **Chill the fish**
   Keep the fish very cold and season lightly with salt.
2. **Make the leche de tigre**
   Combine lime juice, chilli, ginger and a little fish trimming in a blender. Strain to obtain a bright, flavourful leche de tigre.
3. **Cure briefly**
   Place the fish in a bowl and pour over the leche de tigre. Add the red onion and gently mix. Let it rest for 3–5 minutes only, until the fish is just cooked by the citrus.
4. **Plate**
   Arrange the ceviche on a serving plate. Add the cooked sweet potato and choclo corn on the side. Spoon over the citrus marinade.
5. **Finish**
   Scatter fresh coriander over the top and serve immediately.

TIPS & VARIATIONS

- Use only very fresh, sushi-grade fish.
- Do not leave the fish in lime juice for too long, or it will become tough.
- For a richer version, add a touch of garlic and celery to the leche de tigre.
- Adjust the chilli to your preferred level of heat.
- Pair with a chilled pisco sour or a crisp white wine.





PERU

MORE THAN A MEAL
A DEEPER CONNECTION

FOOD | CULTURE | PEOPLE

STAYS WITH A STORY

HERITAGE, HIGHLANDS & PERUVIAN WELCOME

Peru's most memorable stays are rooted in place - restored haciendas, mountain lodges and homes shaped by living traditions.

HERITAGE HACIENDAS
Historic courtyards bring together old stone, warm service and contemporary comfort.

SACRED VALLEY STAYS
Thoughtful lodges make the landscape part of every morning and evening.

CUSCO BOUTIQUES
Intimate city hotels place Inca and colonial history at your door.



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PERU HOTSPOTS

SIX PLACES THAT DEFINE THE JOURNEY



MACHU PICCHU

The Inca citadel above the cloud forest - Peru's defining view.



CUSCO

Inca stone, colonial streets and a high-altitude energy that stays with you.



LIMA

Pacific cliffs, galleries and one of the world's great food cities.



SACRED VALLEY

Terraced villages, river landscapes and lodges beneath the Andes.



LAKE TITICACA

Brilliant highland light, island culture and the deep blue Altiplano.



AREQUIPA & COLCA

White volcanic stone, dramatic canyons and open southern skies.



FROM PACIFIC COASTS TO ANDES ABOVE THE CLOUDS

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A SACRED VALLEY HOTEL EXPERIENCE

THE ANDES AT YOUR DOORSTEP

In Peru, a hotel stay is more than accommodation - it is part of the journey. Wake to terraced valleys, breathe the clear mountain air and discover a thoughtful blend of contemporary comfort and living Andean culture.

Stay Inspired

HOTELS
PEOPLE
NATURE
EXPERIENCES

VALLE SAGRADO LODGE

A TIMELESS ESCAPE

Set above the Urubamba River, this lodge brings local stone, woven textiles and quiet service together in a landscape that rewards every pause.

COMFORTABLE ROOMS | FINE DINING | WELLNESS SPACES | UNIQUE EXPERIENCES



MODERN COMFORT IN AN ANCIENT LANDSCAPE

From panoramic rooms to seasonal Peruvian cuisine, Sacred Valley stays balance comfort, craft and a direct connection to the Andes.

TRAVEL TIPS

GET THE MOST OUT OF YOUR STAY

BOOK EARLY
Sacred Valley's best rooms are limited.

ACCLIMATISE GENTLY
Take your first day slowly.

CHOOSE A VALLEY VIEW
Morning light changes everything.

COMBINE EXPERIENCES
Add local walks, weaving or a pisco tasting.

CAPTURE THE MOMENTS
Sunrise is worth waking for.

More than a hotel. A deeper connection.



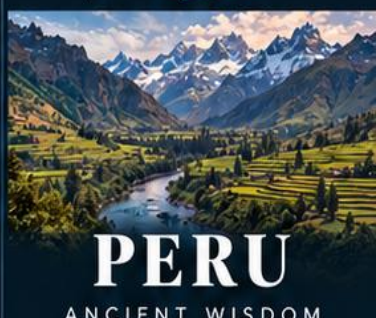
BREATHTAKING VIEWS
Right from your room.



LOCAL FLAVOURS
A taste of Peru.



RELAX & RECHARGE
Wellness with a view.



PERU

ANCIENT WISDOM
LASTING MEMORIES



PERU ON FOOT

TRAILS ABOVE THE CLOUDS

High trails, thin air and the kind of silence that changes the pace of a journey.

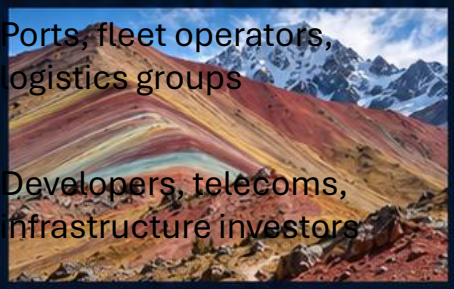
Priority	Why it matters	Best route to market
Maquila manufacturing	Rapid export growth and strong Mercosur orientation	Industrial investors, maquila operators, integrators
Agribusiness technology	Large export-oriented farming base	Distributors plus major producers
Grain storage & processing	Soy, maize and processing generate industrial demand	Processors, cooperatives, exporters
Beef & food processing	High-value export chain requires quality and cold chain	Meat processors and specialist distributors
Grid & electrical equipment	Electricity demand is increasing rapidly	ANDE ecosystem, EPCs, industry
Industrial automation	Expanding manufacturing requires productivity	Direct industrial accounts and integrators
Logistics & river transport	Landlocked economy depends on efficient freight	Ports, fleet operators, logistics groups
Data centres & digital infrastructure	Renewable electricity creates emerging potential	Developers, telecoms, infrastructure investors
Construction & industrial parks	Investment requires new facilities	Developers, EPCs, contractors
Pharmaceuticals & healthcare	Regulated quality-led demand	Registered specialist distributor
Green industry	Renewable power can support new export industries	Named project developers and investors



CORDILLERA BLANCA
Snow peaks and turquoise lakes near Huaraz.



INCA TRAIL
Four iconic days towards Machu Picchu.



AUSANGATE
Wild passes, rainbow ridges and highland villages.

ALTITUDE NOTE
Acclimatise slowly. Start low, drink water and give the Andes time.

STEP INTO THE WILD ›

WILD WATER

RIVERS, CANYONS & HIGH-ALTITUDE THRILLS

Peru's outdoors is more than a view — it is a place to paddle, climb, ride and feel the Andes move beneath you.



APURÍMAC RAFTING
Big water and deep canyon walls.



COLCA CANYON
Ridge walks where condors rise on the thermals.



SACRED VALLEY RIDES
Mountain-bike trails through terraces and villages.

WHEN TO GO
May to September brings dry trails, clear skies and reliable river conditions.

TAKE THE WILD LINE >





PERU TRAVEL ADVICE

HOW TO MOVE • WHEN TO GO

GETTING AROUND

BY AIR
Domestic flights connect Lima with Cusco, Arequipa, Juliaca and Puerto Maldonado.



BY TRAIN
Scenic rail links connect Cusco, the Sacred Valley and Machu Picchu.



BY BOAT
Lake Titicaca boats reach island communities from Puno.



BY ROAD
Private drivers and long-distance buses open the Andes at your pace.



ALTERNATIVE ROUTES
Cycle the Sacred Valley or hike village paths for a closer view.



CHOOSE YOUR SEASON

SPRING
Green valleys and quieter trails.



SUMMER
Warm days and lively festivals.



AUTUMN
Clear skies and great trekking.



WINTER
Dry season, bright mornings and highland nights.



PLAN FOR ALTITUDE • BOOK MACHU PICCHU AND TRAINS EARLY

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Connections to Peru

EASY TO REACH. HARD TO FORGET.

Peru opens through Lima, then unfolds by air, rail, road and water — each route part of the adventure.



BY AIR Direct & convenient | **BY TRAIN** Scenic & memorable | **BY BOAT** Highland horizons | **BY ROAD** Flexible & immersive

BY AIR

THE GATEWAY TO PERU

Lima is South America's great Pacific gateway, with direct links across the Americas and Europe. From Lima, domestic flights connect Cusco, Arequipa, Juliaca and Puerto Maldonado.



MAIN GATEWAYS
Lim (LIM) • Cusco (CUZ) • Arequipa (AQP) • Juliaca (JUL)

BY TRAIN

THE ANDES BY RAIL

PeruRail and Belmond journeys turn the route to Machu Picchu and Lake Titicaca into a destination of their own.



ICONIC ROUTES
Cusco – Machu Picchu • Cusco – Puno • Puno – Arequipa

BY BOAT

Explore Lake Titicaca's extraordinary beauty, with islands, traditional communities and timeless landscapes on the world's highest navigable lake.



BY ROAD

FREEDOM TO EXPLORE

Private drivers and quality long-distance buses reveal the Sacred Valley, Colca Canyon and the south at a slower, richer pace.



FAMOUS ROUTES
Cusco – Sacred Valley • Arequipa – Colca • Puno – Lake Titicaca

PERU

WELL CONNECTED TO THE ANDES



TRAVEL TIPS

- Allow time for altitude.
- Book Machu Picchu trains early.
- Carry layers for changing weather.
- Choose daytime routes for the views.



PERU IN NUMBERS

A COUNTRY OF COAST, ANDES & AMAZON



34.16 MILLION
Population, 2025 census



6,768 m
Huascarán — Peru's highest peak



3,812 m
Lake Titicaca — surface elevation



3,000+
Native potato varieties





1,285,216 km²
Total area



78
National protected areas



13
UNESCO World Heritage sites



2,414 km
Pacific coastline



THREE WORLDS • ONE EXTRAORDINARY COUNTRY

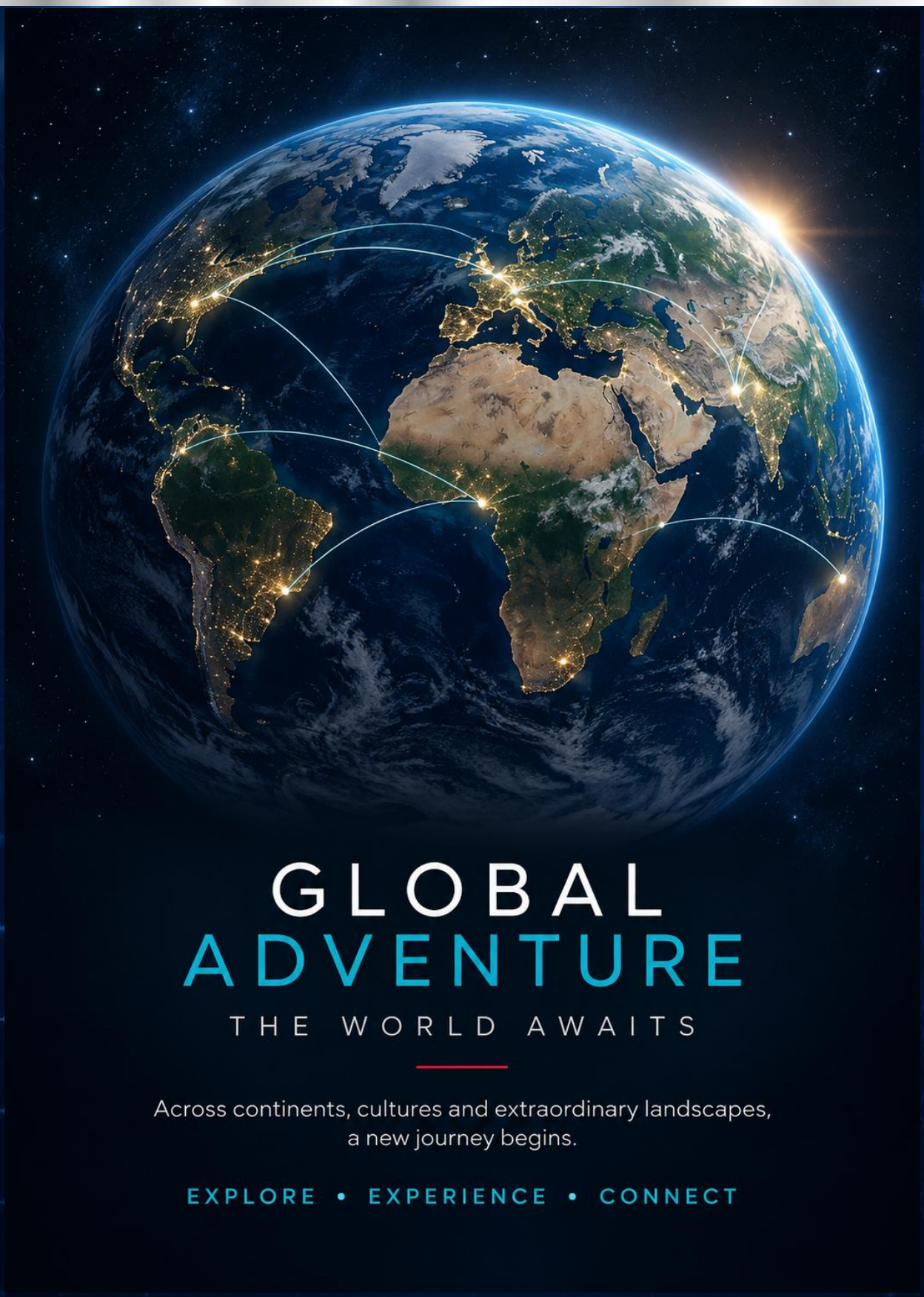
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WORLD ADVENTURE HOTSPOTS

PART I · MOUNTAINS, PLAINS AND HIGH PASSES

Adventure travel is no longer defined by distance alone. The world's most compelling destinations combine extraordinary landscapes, local knowledge and carefully managed access. These regions invite travellers to move beyond observation and experience nature through movement, discovery and human connection.



PATAGONIA

ARGENTINA & CHILE

Granite towers, immense ice fields and wind-shaped steppe make Patagonia one of the world's great trekking region Routes range from accessible day walks to demanding multi-day expeditions through rapidly changing weather.



SERENGETI

TANZANIA

The Serengeti supports one of Earth's greatest wildlife migrations. Responsibl safaris follow seasonal movements across open grassland, while trained loca guides help visitors understand the complete ecosystem beyond the famous predators.



HIMALAYAS

NEPAL

Nepal's mountain trails connect high passes with villages shaped by centurie of trade and pilgrimage. Acclimatisation experienced guides and respect for local communities remain essential parts of every high-altitude journey.

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WORLD ADVENTURE HOTSPOTS

PART II • RIVERS, ISLANDS AND DESERT HORIZONS

Beyond the familiar landmarks, adventure depends on moving through each landscape with patiene and local insight. River travel, alpine trekking and desert crossings reveal environments whose scale can only be understood from within.



AMAZON

SOUTH AMERICA

The Amazon is best explored slowly, by river and with local expertise. Guided journeys reveal flooded forests, extraordinary biodiversity and communities whose knowledge is central to protecting this vast living system.



SOUTH ISLAND

NEW ZEALAND

Alpine tracks, deep fjords and remote coastlines place wilderness within reach, but conditions can change quickly. Well-managed trails allow travellers to experience dramatic terrain while limiting pressure on fragile environments.



SAHARA

NORTH AFRICA

Desert journeys reveal far more than dunes. Travelling with experienced local hosts opens a landscape of rock plateaus, oasis settlements, immense night skies and cultural routes developed across generations.

GSR ADVENTURE

PLAN WELL • TRAVEL SLOWLY • RESPECT LOCAL KNOWLEDGE

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EPIC ROUTES

PART I · JOURNEYS ACROSS CONTINENTS

The world's great routes are more than lines between destinations. They carry migration, trade and cultural memory across vast distances. Travelling them slowly reveals how geography has shaped communities—and how every border changes the character of the journey.





1 PAN-AMERICAN HIGHWAY

THE AMERICAS

Stretching through dramatically different climates, the Pan-American network links northern landscapes with the far south. Travellers encounter deserts, mountain passes, tropical regions and changing cultures, with the Darién Gap creating a famous break between Central and South America.



2 SILK ROAD

CENTRAL ASIA

The Silk Road was never a single road but a web of routes connecting merchants, pilgrims and ideas. Today, journeys through Central Asia reveal caravan cities, desert fortresses and mountain corridors shaped by centuries of exchange.



3 TRANS-SIBERIAN RAILWAY

EURASIA

One of the world's longest continuous rail journeys crosses immense forests, open steppe and remote settlements. The experience is defined not by speed but by changing time zones, shared compartments and the scale of the Eurasian continent.

EPIC ROUTES

PART II · PATHS SHAPED BY LAND AND MEMORY

Some routes are measured less by distance than by the intensity of the landscape. These journeys reward careful preparation, slower movement and respect for the places and communities encountered along the way.





4 INCA TRAIL

PERU

Stone paths climb from cloud forest toward high Andean passes before reaching Machu Picchu. The classic trek combines physical challenge with archaeology and living culture. Permits, trained guides and controlled visitor numbers help protect a route vulnerable to erosion and overcrowding.



5 GREAT OCEAN ROAD

AUSTRALIA

Victoria's coastal road follows cliffs, forest and the powerful Southern Ocean. The journey is most rewarding at an unhurried pace, allowing time for walking routes, small communities and changing weather rather than treating the landscape as a sequence of roadside stops.

BEFORE YOU GO

Choose the right season, confirm access rules and build flexibility into the itinerary. Local guides add context and support regional economies. Weather, altitude and distance can transform even familiar routes into serious journeys.



THE JOURNEY IS THE DESTINATION.

GREAT JOURNEYS

PART I · BY RAIL AND BY SEA

A great journey changes with every hour. The landscape unfolds gradually, conversations replace airport queues and the distance itself becomes part of the experience. Rail and sea travel allow travellers to understand scale in a way that fast connections rarely can.



BY RAIL

LANDSCAPES IN MOTION

Long-distance trains turn travel into observation. Mountain passes, forests and settlements appear beyond the window while shared carriages create a temporary community. Sleeper services can also reduce the need for short flights, but comfort, schedules and border procedures vary widely between routes.



BY SEA

BEYOND THE ROAD

Expedition voyages reach islands, polar coastlines and remote communities where roads disappear. The most responsible operators limit landings, manage waste carefully and follow wildlife-distance rules. Smaller groups and qualified guides can transform a cruise from sightseeing into meaningful environmental learning.

TRAVEL NOTE

Compare the journey, not only the destination. Time, season, operator standards and environmental impact should shape the choice.

WILD EARTH

PART I · SAVANNA AND RAINFOREST

Wildlife encounters can change how travellers understand the planet, but access brings responsibility. The strongest experiences combine patient observation with local knowledge, scientific guidance and strict respect for habitat. These landscapes are living systems—not backdrops created for visitors.



SAVANNA

EAST AFRICA

Across the open plains, rainfall shapes every movement. Herds follow seasonal grazing while predators, scavengers and smaller species maintain a complex ecological balance. Responsible safaris keep a safe distance, avoid blocking animals and rely on trained local guides who can interpret behaviour without disturbing it.



RAINFOREST

THE AMAZON BASIN

The Amazon contains layers of life that are easily missed from the ground. River journeys and guided forest walks reveal flooded habitats, nocturnal species and extraordinary plant diversity. Small groups, quiet observation and locally operated tourism help reduce pressure while supporting communities that protect the forest.

OBSERVE, DO NOT INTERFERE

Never feed, touch or surround wildlife. Follow guide instructions, keep noise low and choose operators with clear conservation standards.

EXTREME LANDSCAPES

WHERE THE PLANET REVEALS ITS RAW POWER

Earth's most dramatic environments are shaped by heat, pressure, ice, wind and time. Entering them safely requires preparation, local knowledge and respect for conditions that can change without warning.



FIRE

Volcanic landscapes reveal the planet in motion. Visitors should remain inside official access zones, follow local alerts and never approach active vents or fresh lava without qualified guidance.



ICE

Glaciers preserve ancient climate records while constantly shifting under their own weight. Guided travel reduces exposure to hidden crevasses, unstable ice and rapidly changing weather.



SAND

Deserts are complex ecosystems, not empty spaces. Temperature, wind and distance make reliable navigation, water planning and experienced local support essential.



STONE

Canyons expose geological history layer by layer. Flash floods, heat and difficult terrain demand careful route selection and constant attention to forecasts.

ENTER WITH RESPECT · LEAVE WITHOUT A TRACE

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GLOBAL TASTE

CULINARY JOURNEYS BEGIN WITH PLACE

Food connects landscape, memory and community. The most rewarding culinary journeys go beyond famous dishes to explore markets, seasonall ingredients and the people who preserve regional traditions.

MARKETS
Local markets reveal what is fresh, valued and shared.

REGIONAL TABLES
Traditional meals carry stories across generations.

TRAVEL RESPONSIBLY
Choose local producers, respect customs and reduce waste.

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GLOBAL STAY

HOSPITALITY ROOTED IN PLACE

The most memorable stays create a genuine connection with their surroundings. Thoughtful design, local employment and responsible use of resources can turn accommodation into part of the journey.

LOCAL CHARACTER
Architecture and service should reflect the destination.

MEANINGFUL COMFORT
Quality is measured through care, context and experience.

RESPONSIBLE CHOICE
Support local teams and transparent environmental practices.

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PEOPLE
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INDUSTRIES
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TOMORROW

A MORE
CONNECTED
WORLD



GLOBAL OUTDOOR SPORTS

TRAILS THAT TEST BODY AND JUDGMENT



TRAIL RUNNING

Mountain routes reward measured pace, dependable footwear and awareness of changing terrain.



TREKKING

Long-distance trails demand route planning, weather discipline and respect for local access rules.



MOUNTAIN BIKING

Technical descents require protective equipment, trail etiquette and control that protects both rider and landscape.

GO FURTHER • LEAVE LESS

GLOBAL OUTDOOR SPORTS

WATER, ROCK & VERTICAL TERRAIN



WHITE-WATER RAFTING

Rivers change with rainfall and season. Professional guides, approved equipment and clear teamwork are essential.



ROCK CLIMBING

Every route begins with sound anchors, local knowledge and a realistic assessment of skill and conditions.



VIA FERRATA

Protected mountain routes make exposure manageable, but weather and correct safety systems remain decisive.

PREPARE WELL • MOVE WITH PURPOSE

GLOBAL ADVENTURE CALENDAR

UPCOMING COMPETITION WINDOWS



29 SEP – 03 OCT

WORLD CLIMBING • AICHI–NAGOYA, JAPAN

Boulder • Lead • Speed



01 – 03 OCT

UTMB WORLD SERIES • NORTH AMERICA

Trail Running



08 – 11 OCT

UTMB WORLD SERIES • NORTH AMERICA

Trail Running



23 – 25 OCT

UTMB WORLD SERIES • EUROPE

Trail Running



30 OCT – 01 NOV

UTMB WORLD SERIES • EUROPE

Trail Running

CHECK ORGANISER CHANNELS BEFORE TRAVEL

GLOBAL TOURISM OUTLOOK

GASTRONOMY & HOTEL MARKETS · 2024–2030

GASTRONOMY TOURISM

$961.5B

2024 GLOBAL MARKET

17.3% CAGR

Food-led travel is expanding rapidly.



MARKET SIZE TREND (USD)



Source: Research and Markets · 2025–2030 extrapolated at published CAGR

GLOBAL HOTEL MARKET

$1.29T

2025 GLOBAL MARKET

6.55% CAGR

Hotel demand continues steady global growth.

MARKET SIZE TREND (USD)



Source: Mordor Intelligence · 2027–2030 extrapolated at published CAGR

TWO MARKETS. ONE CONNECTED TRAVEL ECONOMY.

GSR ADVENTURE
TOURISM HOSPITALITY CULINARY MAGAZINE
EXPLORE · STAY · TASTE · EXPERIENCE

GLOBAL TOURISM CHALLENGES

— THE COST OF MOVING

PEOPLE CONNECT THE WORLD
AND KEEP IT MOVING



1 FUEL PRICE VOLATILITY

Jet fuel remains one of aviation's largest and most unpredictable costs.



2 RISING OPERATING COSTS

Labour, maintenance, airport fees and financing are pushing airline expenses higher.

3 AIRCRAFT & SUPPLY BOTTLENECKS

Delivery delays and parts shortages restrict capacity and keep older aircraft flying longer.



4 PRESSURE ON TICKET PRICES

Higher costs are increasingly reflected in fares, especially on constrained routes.

5 LONGER FLIGHT PATHS

Airspace restrictions and rerouting add time, fuel burn and operational complexity.



Global Tourism Challenges

PEOPLE. PLACES. GREATER RESPONSIBILITY.



As travel grows, the industry faces higher costs, workforce pressures and environmental strain. Meeting these challenges is essential for a healthy and resilient future.

HOTEL COSTS



Higher operating costs are driving up accommodation prices.

LABOUR SHORTAGES



Staff shortages affect service quality and limit growth.

ENERGY COSTS



Rising energy prices increase costs for hotels, transport and attractions.

FOOD INFLATION



Higher food prices affect restaurants, hotels and all-inclusive services.

SUSTAINABILITY



Travellers and businesses must reduce environmental impact and protect natural and cultural heritage.

OVERTOURISM

Popular destinations face pressure from high visitor numbers, straining infrastructure, local communities and cultural sites.



A STRONGER TOGETHER

By working together – industry, governments, local communities and travellers – we can build a more resilient, inclusive and sustainable tourism future.

GLOBAL TRAVEL RANKINGS

AIRLINES • AIRPORTS • CRUISE LINES

WORLD'S TOP AIRLINES 2026



1 Singapore Airlines
2 Qatar Airways
3 Cathay Pacific Airways
4 ANA All Nippon Airways
5 Turkish Airlines

Source: Skytrax World Airline Awards 2026

WORLD'S TOP AIRPORTS 2026



1 Singapore Changi
2 Seoul Incheon
3 Tokyo Haneda
4 Hong Kong
5 Tokyo Narita

Source: Skytrax World Airport Awards 2026

MOST POPULAR CRUISE LINES



1 Royal Caribbean
2 Norwegian Cruise Line
3 Princess Cruises
4 Celebrity Cruises
5 MSC Cruises

Source: Cruise Critic

GLOBAL TRAVEL RANKINGS

HOTELS • TRAINS • TOUR OPERATORS

WORLD'S TOP HOTELS 2026

Source: Travel + Leisure World's Best Awards 2026

1. Patina Osaka — Osaka, Japan
2. Baros Maldives — Malé, Maldives
3. JOALI Maldives — Raa Atoll, Maldives
4. Lion Sands Game Reserve — Sabi Sand Game Reserve, South Africa
5. Capella Ubud — Bali, Indonesia



WORLD'S BEST TRAINS 2026

Source: Travel + Leisure World's Best Awards 2026

1. Andean Explorer, a Belmond Train
2. Hiram Bingham, a Belmond Train
3. Royal Canadian Pacific
4. Rocky Mountaineer
5. Venice Simplon-Orient-Express, a Belmond Train



TOP TOUR OPERATORS 2026

Source: Travel + Leisure World's Best Awards 2026

1. TCS World Travel
2. Metropolitan Touring
3. Butterfield & Robinson
4. Artisans of Leisure
5. Ker & Downey



GLOBAL CLIMATE SNAPSHOT

FIVE CONTINENTS • SEASONAL TRAVEL PLANNING

EUROPE



Cooler north; mild Mediterranean seasons.

PARIS • ROME

ASIA



Monsoon patterns vary widely by region.

TOKYO • BANGKOK

AFRICA



Dry and wet seasons shape travel windows.

CAPE TOWN • NAIROBI

AMERICAS



Climate shifts sharply from north to south.

NEW YORK • RIO DE JANEIRO

OCEANIA



Opposite seasons across Australia and New Zealand.

SYDNEY • AUCKLAND


OCEAN CONSERVATION
PROTECT WHALES
HEALTHY OCEANS NEED HEALTHY HABITATS.

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