

Access!

Desbloqueando el mercado de turismo

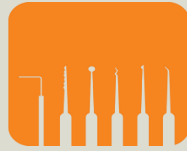


Kieron Heath in the Cotahuasi Canyon, La Union, Peru



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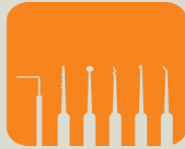


Aymaña aerodrome in Cotahuasi, Arequipa
[centre left in the photo]



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Grand Canyon in the USA - A World Tourism 'Magnet'...
A 'Model' for the Cotahuasi Canyon in South Peru?

The Grand Canyon – USA

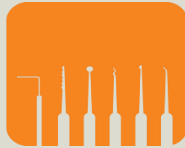


The Cotahuasi Canyon – Peru



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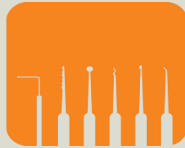
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Geographical data:

Cotahuasi Canyon, Peru and the Grand Canyon, USA

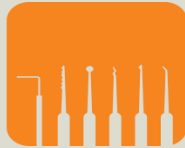
- **Grand Canyon, USA** **1,800 metres deep (6,000 feet)**
- **Cotahuasi Canyon, Peru** **3,535 meters deep (11,594 ft) [x 2 more depth!]**



- * In previous generations, the inhabitants of Cotahuasi and La Union mostly worked in low-paid, agriculture jobs after leaving primary school at 11 years old...
- * However, in recent times, the population of Cotahuasi and La Union has been declining with the departure of many 'talented' young adults to major cities such as Arequipa and Lima in search of higher education and modern-day, well-paid work opportunities...
- * Few of these young adults with secondary and tertiary education return to live permanently in their native communities, preferring to stay in cities such as Arequipa & Lima...
- * How can this recent 'exodus' of educated young adults to the cities be halted and transformed?
- * The Solution – 'A Strategic Plan' for the renovation of Aymaña Aerodrome in Cotahuasi together with the ecological development of international and national tourism opportunities in the Cotahuasi Canyon & the Province of La Union...

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Summary of the 5-Part Strategy...

Part 1 - Air Access to the Cotahuasi Canyon and the Province of La Union, Arequipa Peru...

- * Access to Cotahuasi by air from Arequipa, Cusco and Nazca

Part 2 - Tourism Products for the domestic and international markets...

- * Cotahuasi and La Unión tourism products designed for international and national tourists
- * Vacations designed for outdoor tourism and based on local Quechuan Inca culture

Part 3 - International Publicity and Promotion

- * Define specific marketing objectives for North America, Latin America, Europe and Asia
- * The importance of the internet [www]

Part 4 - A Peru National Tourist Office located in Cotahuasi staffed by local inhabitants

Part 5 - Education & Training

- * Set up an 'Instituto Andino de Turismo' for in-person and virtual education and training

Appendices...

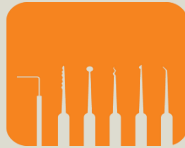
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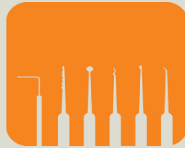


Panoramic flights to and in the Grand Canyon... and the Cotahuasi Canyon too?





- * **The current 10 hour coach journey discourages national and international tourists from visiting Cotahuasi and the Province of La Unión**
- **70-minute flights to Cotahuasi from Arequipa, Cusco, and Nazca would totally transform tourism and the economy of Cotahuasi and La Unión**
- **Renovation of the Aymaña aerodrome in Cotahuasi is the best and most economic solution using 'STOL' aircraft like the Viking Twin Otter and Dornier 228. In the near future, environmentally friendly 'eVTOL' aircraft will be perfect! [See Appendices]**
- * **Replication in Cotahuasi of similar products that exist in the Grand Canyon in the United States: scenic sightseeing flights to and through the Canyon and across the province**
- **Replication in Cotahuasi of similar aircraft operations at high altitude ...**
 - (a) **Lukla and Simikot aerodromes in the Himalayan mountains of Nepal**
 - (b) **Courcheval aerodrome in the French Alps**



- * Opportunities for scenic flights for tourists
- * Opportunities for commercial flights for residents in the Province of La Union
- * Opportunities for commercial flights for freight & Express mail
- * Opportunities for an air ambulance service to Arequipa in emergency situations for tourists and local residents
- * Activities and various operations on behalf of the Military and Civil Defence

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The 'Key' = STOL aircraft like the Twin Otter!

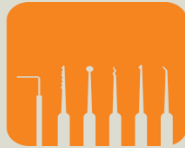
Twin Otter Series 400

VIKING⁺



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The runway in Cotahuasi = 500 metres long The Twin Otter only needs 366 metres!!

STOL Takeoff and Landing Distance

Takeoff distance to 50 ft.: 1,200 ft (366 m)

Landing distance from 50 ft.: 1,050 ft (320 m)

Maximum Cruise Speeds, TAS

Sea Level: 170 kt

5,000 ft.: 181 kt

10,000 ft.: 182 kt

Enroute Rate of Climb at Sea Level

(both engines at max. climb power):

1,600 ft./min

Service Ceiling (Rate of climb 100 ft/min)

(both engines at max. climb power):

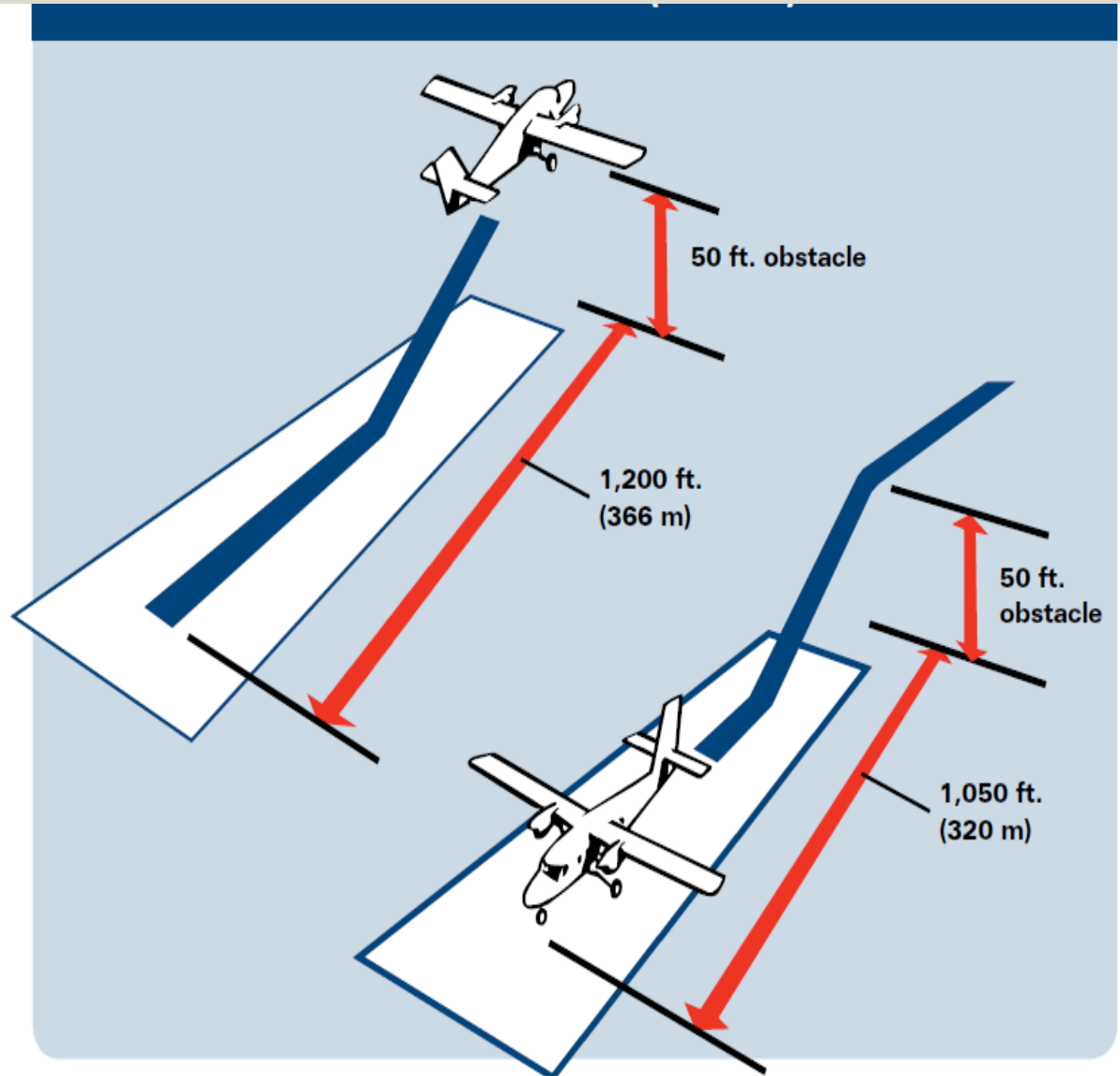
25,000 ft. (7,620 m)

Fuel Burn at Economy Cruise

146 KTAS at 10,000 ft.:

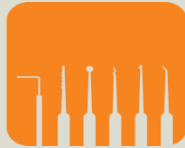
468.2 lbs/hour (0.311 nm/lb of fuel)

Payload Range – at max cruise speed





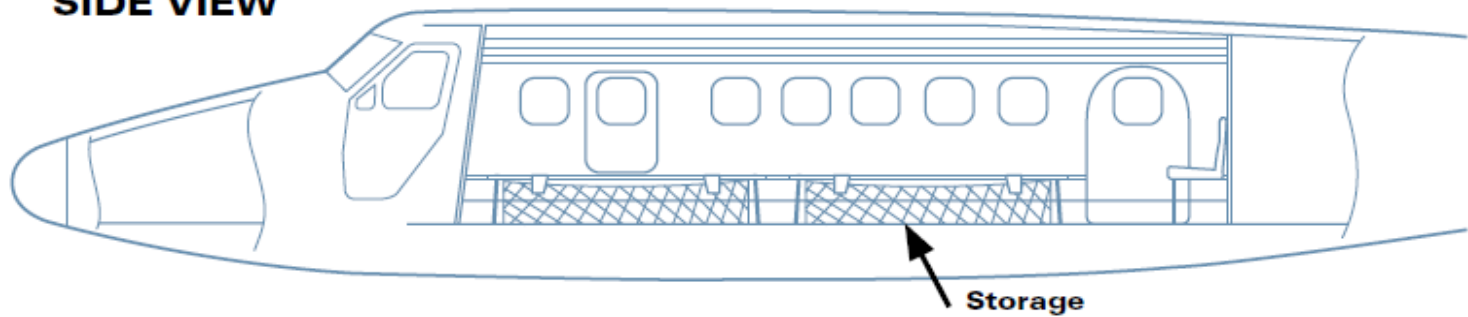
- * The solution – a special aircraft with 'STOL' capabilities
 - * STOL = Short Take-Off and Landing
 - * The runway in Cotahuasi = 500 metres long
 - * The Twin Otter only needs a runway at least 366 metres long
- * Seating for 19 passengers + 2 pilots
- * Can be operated by 1 or 2 pilots
- * Can be rapidly converted into an all-freight configuration
- * Can be rapidly converted into an 'ambulance' configuration
- * Currently operated in Peru by the Police, the Air Force and several private companies



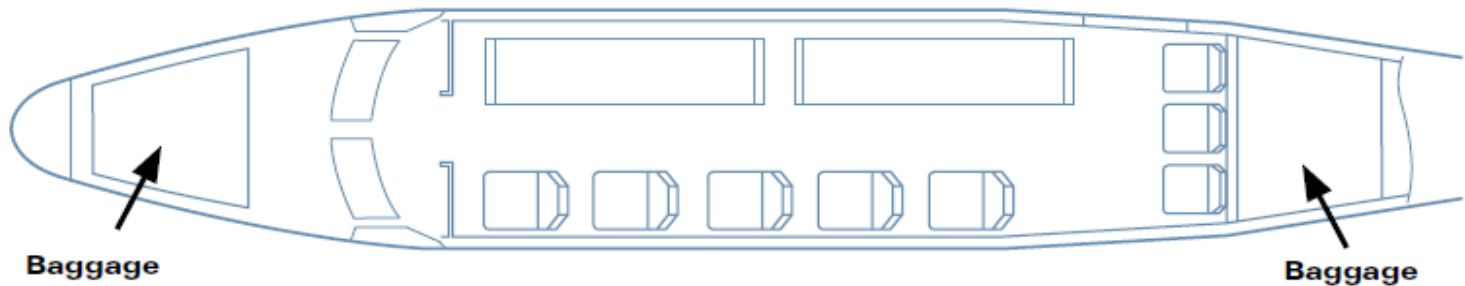
MEDICAL EVACUATION CONFIGURATION

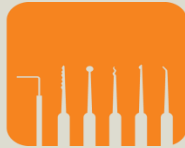
- 1 or 2 Single Stretchers
- 8 Standard Seats

SIDE VIEW



TOP VIEW

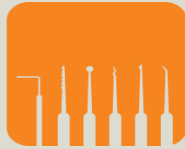




Ubicación	Pais	Altitud de pista metres	Longitud de pista metres	Ancho de pista metres	Rumbo de pista grados	Tipo de pista
Lukla	Nepal	2,860 m	460 m	23 m	06/24	asfaltada
Cotahuasi	Peru	2,600 m	500 m	23 m	08/26	no asfaltada
Courcheval	Francia	2,008 m	525 m	23 m	04/22	asfaltada
Simikot	Nepal	2,818 m	549 m	20 m	10/28	asfaltada

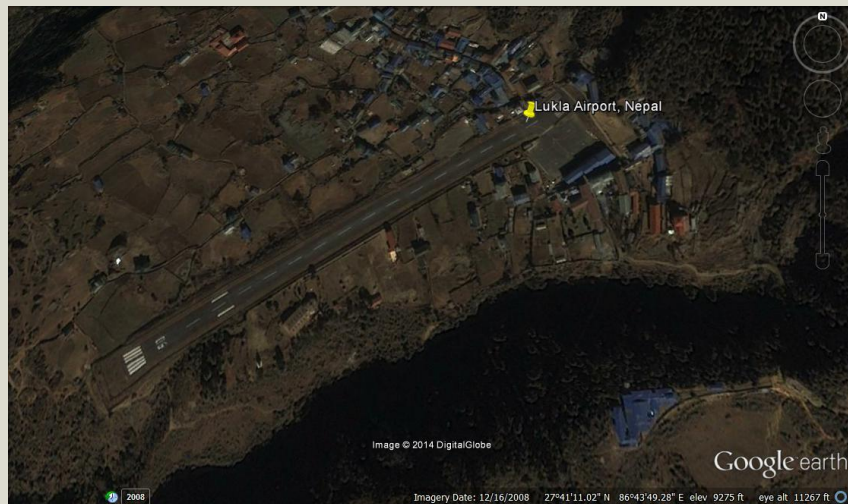
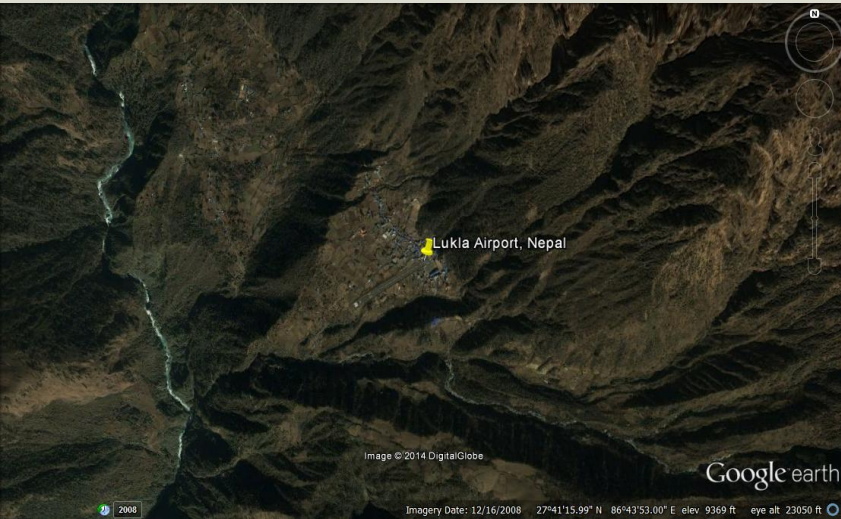
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Lukla aerodrome, Nepal: runway = 469 metros

<https://www.youtube.com/watch?v=f3bN4c7CfVM>



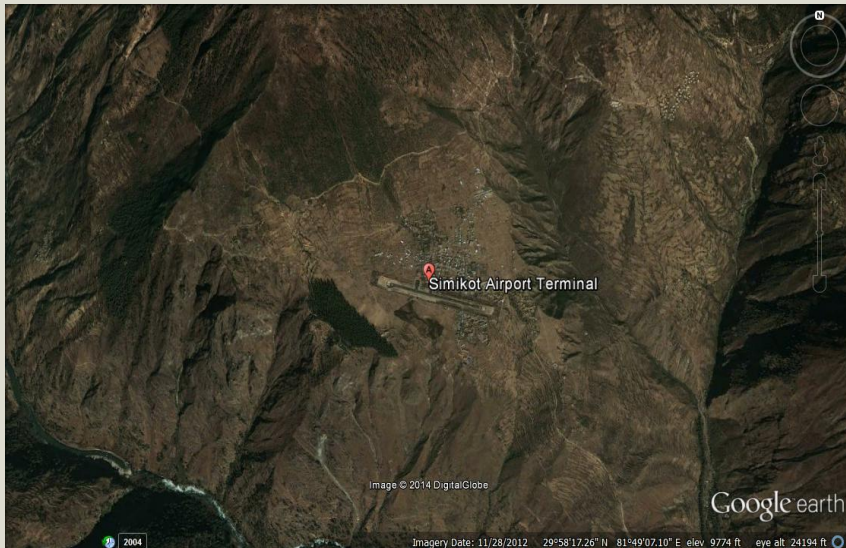
Access!

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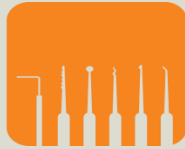
Simikot aerodrome, Nepal: runway = 549 metres

<http://www.youtube.com/watch?v=R0cstnUZPNA>



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Courchevel aerodrome, French Alps: runway = 525 metres

<https://www.youtube.com/watch?v=AO-7qs9bsMk>





Aymaña aerodrome, Cotahuasi: runway = 500 metres

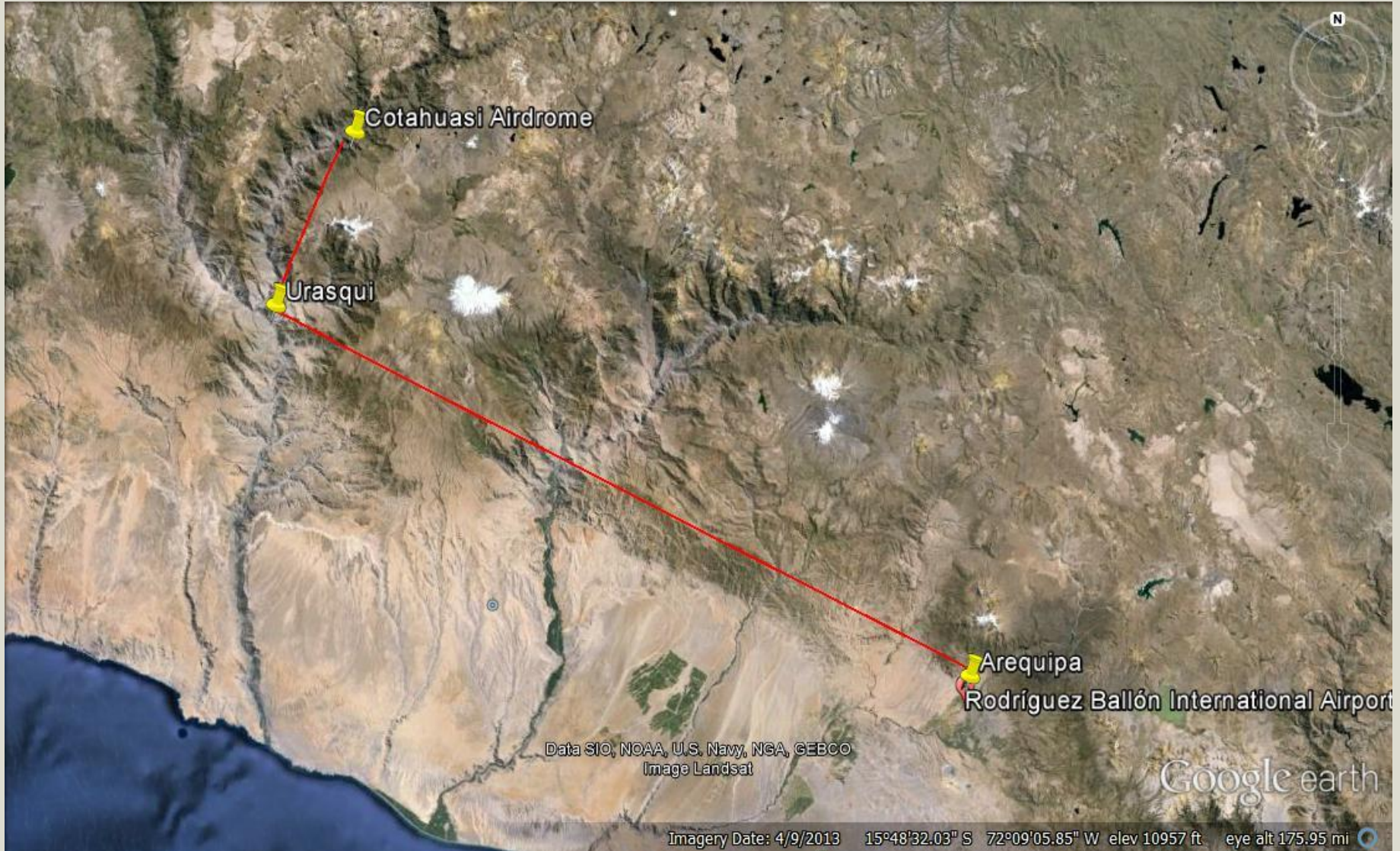


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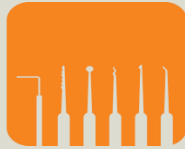


Arequipa to Cotahuasi - Distance = 223 kilometres

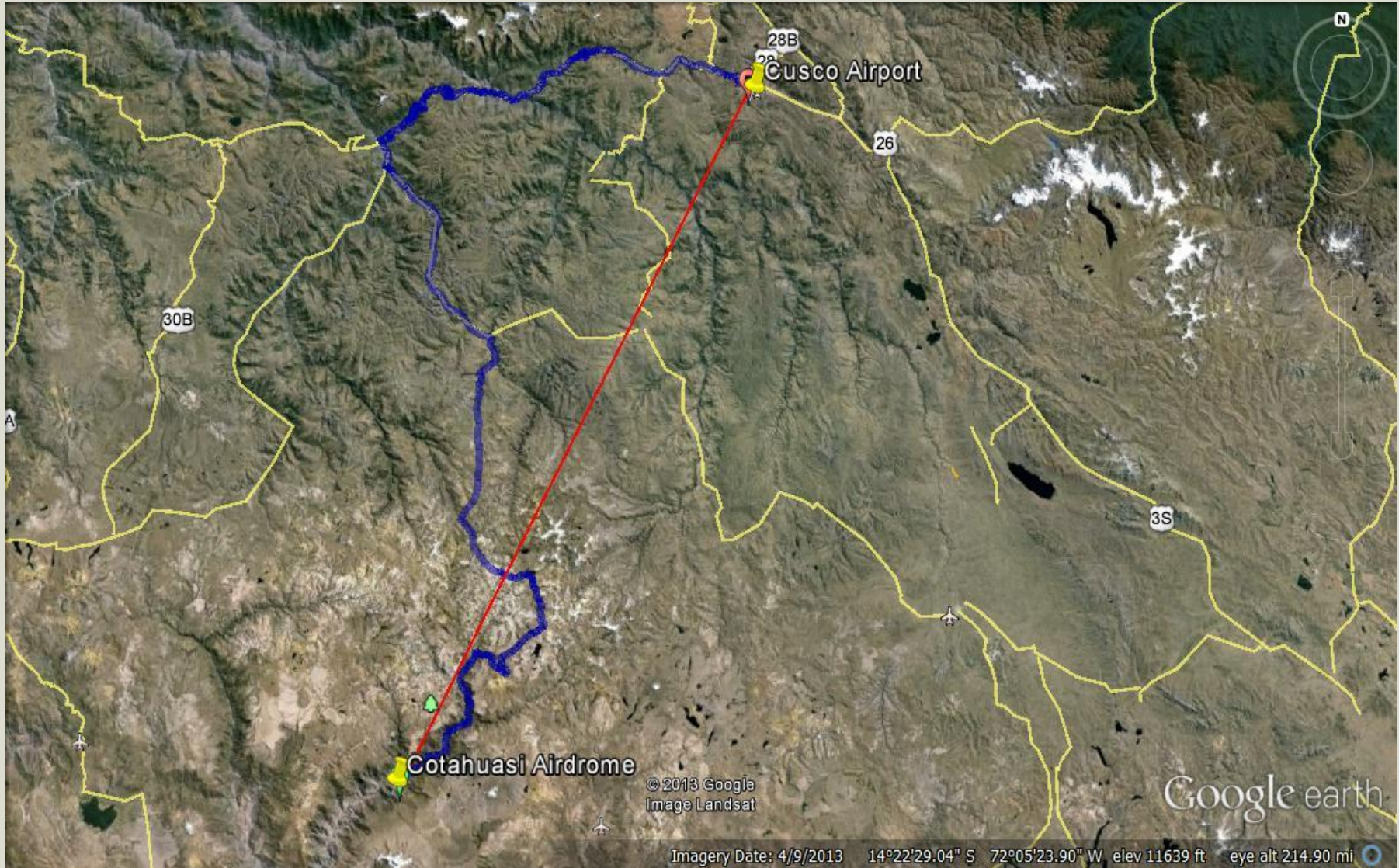


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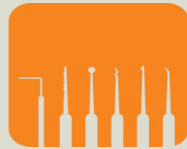


Cusco to Cotahuasi - Distance = 210 kilometres

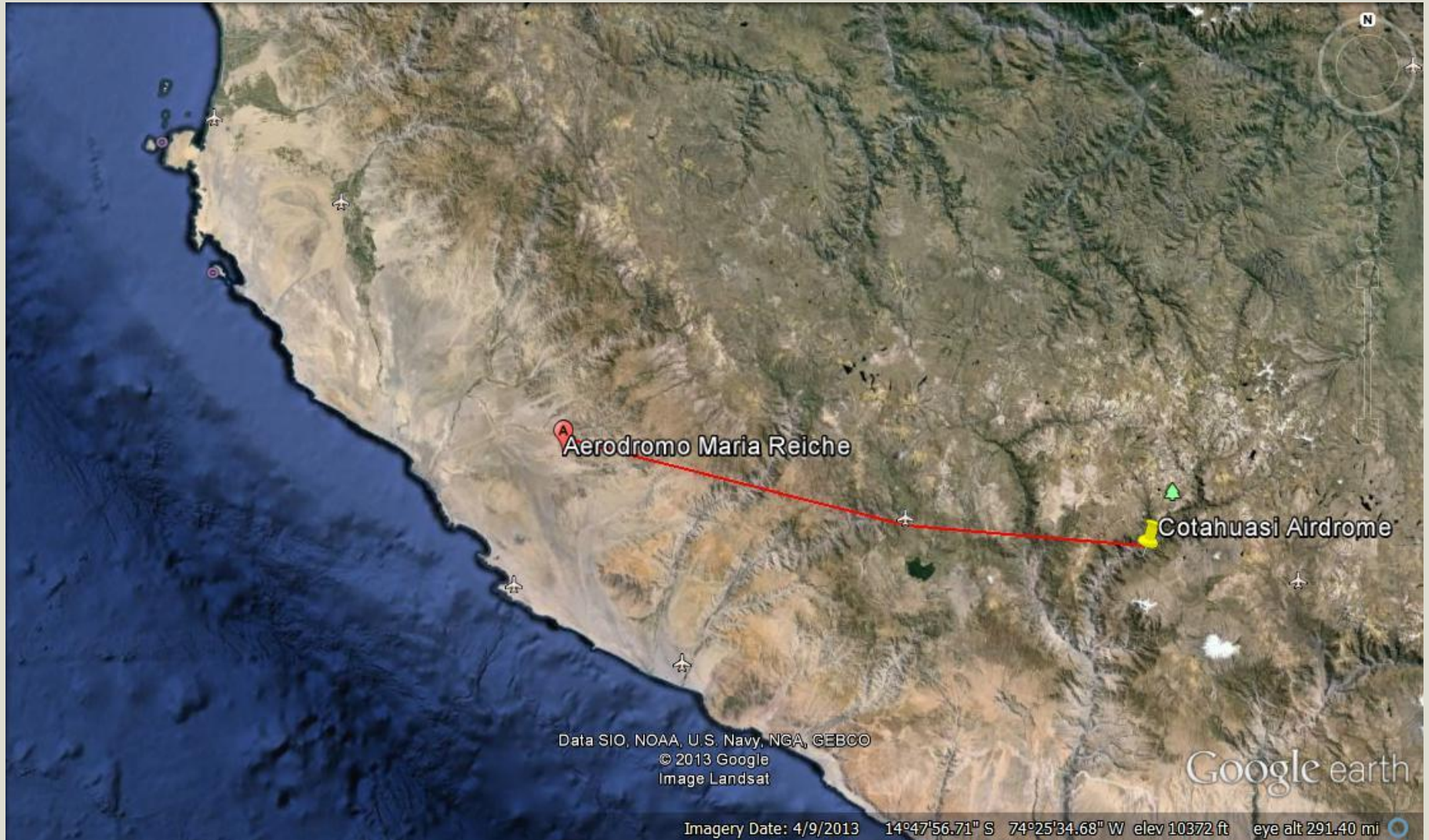


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Desbloqueando el mercado de turismo

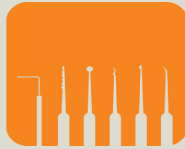


Nazca to Cotahuasi - Distance = 223 kilometres



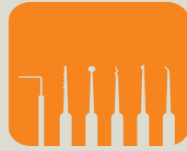
Access!

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Part 2 - Tourism Products

*** View the following slides for a variety of potential tourism products...**



Trekking at High Altitude

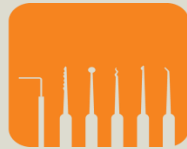


Trekking at Low and Medium Level Altitude



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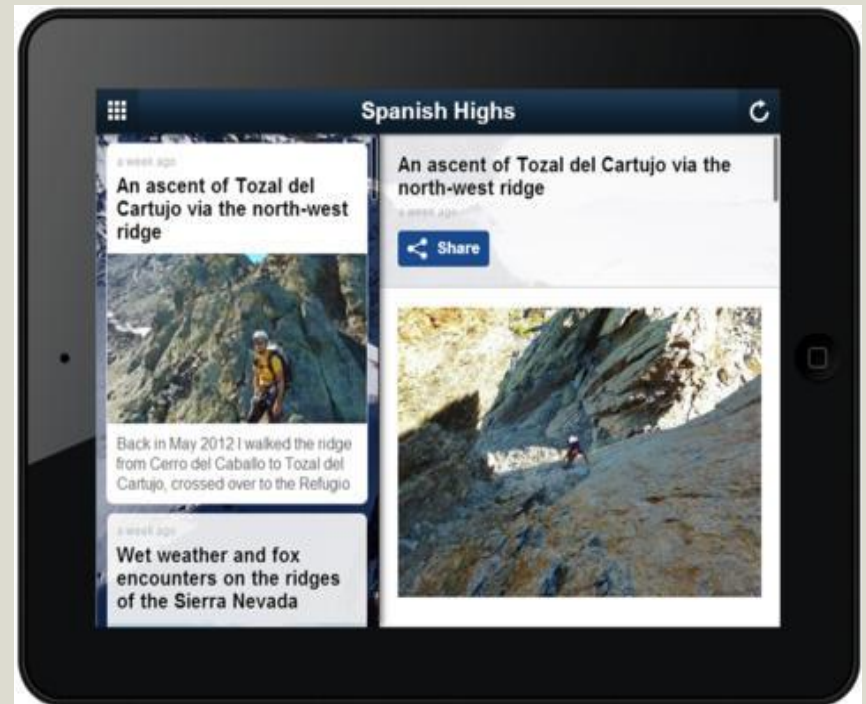


Apps + QR Codes for Mobile phones... Local Route Maps and tourist information

Código QR

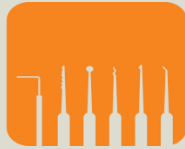


Apps



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A Model for the Cotahuasi Canyon and La Union? Walking & Trekking in Spain – 'Los Gran Recorridos'... Gran Recorrido (GR7) en Granada, Espana



Access!

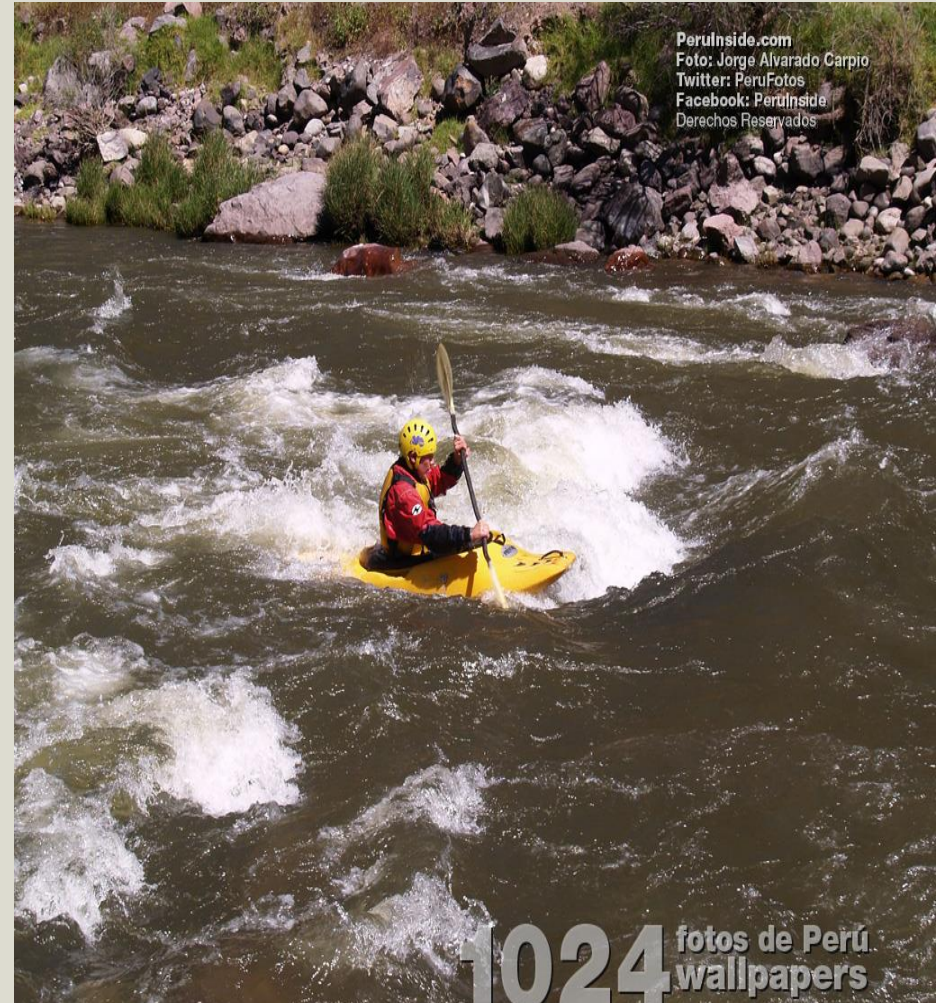
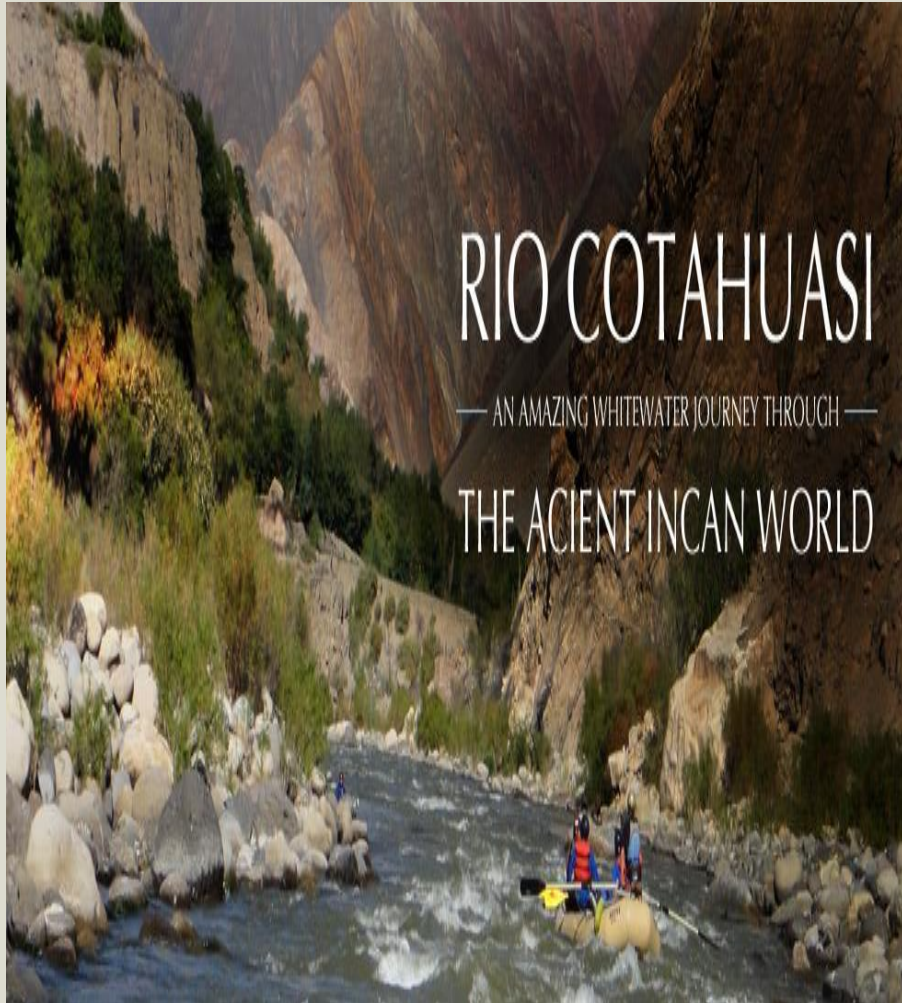
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Tourism products (continued)

White-water rafting

Kayaking





Mountain climbing



Mountain cycling



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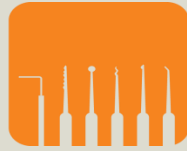
Tourism products (continued)

Para-gliding



Bird watching





Fishing



Horse-riding





Exploring Flora



Painting



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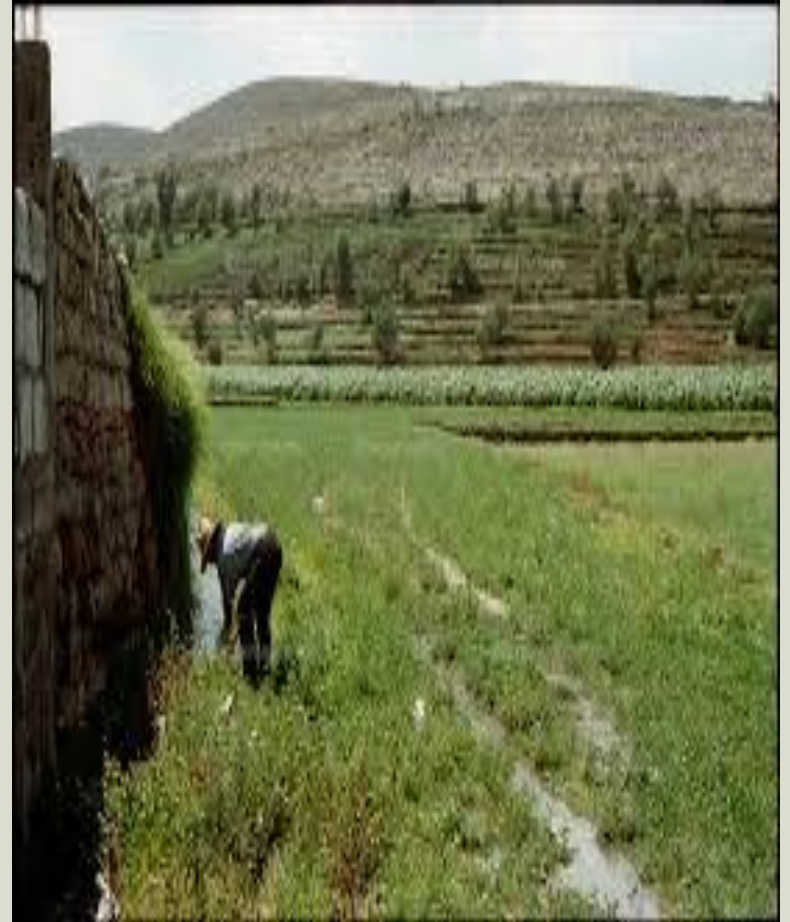


Tourism products (continued)

Traditional Inca cuisine

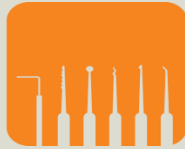


Inca agriculture methodology



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An exciting tourism opportunity! A cable-car in the Cotahuasi Canyon – the first in South Peru!

A cable-car in the Cotahuasi Canyon?

A bar-cafe and restaurant at high altitude?



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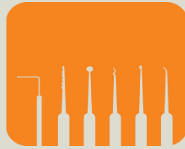


A government Observatory open to the public?



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Part 3 - Marketing and Public Relations in 'focus' Regions

* Peru & Latin America

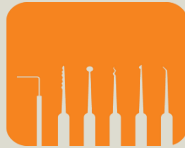
* United States & Canada

* Europe

* Asia

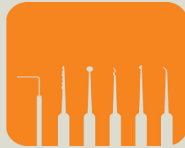
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Defining 'target consumer markets for the Cotahuasi Canyon and the Province of La Union...

- * Middle-class adult individuals and couples – 25 years+
- * People who enjoy outdoors tourism and a 'sense of adventure'
- * Independent tourists who enjoy 'back-packing' and other 'well-being' activities



- * **The internet – very important!! [www.cotahuasicanyon.com]???**

- * **Promotion through international and domestic tour operators and travel agencies**

- * **Familiarisations trips for international and national travel writers in the press and media**

- * **Public Relations – Social Media including...**
 - **Facebook**
 - **You Tube**
 - **Twitter**
 - **Instagram**
 - **Etc.**

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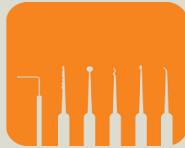
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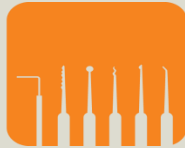
Part 4 - Establish a Peru Tourist Office in Cotahuasi...

A Tourist Information Office to deal with tourist enquiries from all over the world, especially for accommodation information as well as providing assistance to visitors locally...





- * Set up the 'The Virtual Andes Tourism Institute' ['Instituto Andino Virtual del Turismo']
- * Courses in Hotel Management & Operations, Bartender & Catering
- * Courses in Tourism Marketing
- * Courses in Customer Service
- * Courses in Business English
- * Specialist Mountain Safety training for Tour leaders and local Guides
- * Each year invite National and International Tourism experts to Cotahuasi to give seminars in-person and also broadcast them 'virtually'



- * **Macro-economic activity and potential benefits to Cotahuasi and the Province of La Union**

- * **‘Environmentally-friendly’ and futuristic aircraft being developed...**
 - **Viking/DHC Twin Otter [STOL] – powered by Hydrogen/Batteries**
 - **Dornier 228 [STOL] - powered by Hydrogen/Batteries**
 - **HAV Airlander A10 [Hybrid Air Vehicle]**
 - **eVTOL Helicopters - Battery-powered**
 - **Celera 500L - powered by Hydrogen**

- * **Kieron Heath – past employment / representation experience in airlines and aviation**
 - **Delta Air Lines, USA**
 - **Frontier Airlines, USA**
 - **HeliUSA Sightseeing in the Grand Canyon, USA**
 - **West Palm Beach Airport [PBI], USA**

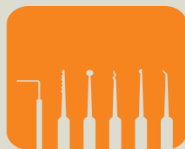
- * **Kieron Heath – past consulting / representation experience in travel and tourism marketing:**
 - **Colletts Mountain Holidays**
 - **State of South Carolina, USA**
 - **State of Louisiana, USA**
 - **State of Illinois, USA**
 - **Palm Beach County CVB, Florida, USA**



IMPACTO ECONOMICO PRONOSTICO (con aerodromo en Cotahuasi)	Asunciones	Turistas por ano 5,000	Turistas por ano 8,000	Turistas por ano 10,000	Turistas por ano 32,000	Turistas por 40,000
Turistas internacionales		2,500	4,000	5,000	16,000	20,000
Turistas nacionales		2,500	4,000	5,000	16,000	20,000
Todos Turistas		5,000	8,000	10,000	32,000	40,000
(Nota: 2013 el Canon de Colca: 233,000 todos los turistas - 53% internacionales!)						
DURACION PRONOSTICA DE VISITA						
Numero de todos los turistas - 3 noches/4 dias	60%	3,000	4,800	6,000	19,200	24,000
Numero pronostico de noches de habitacion ("Room nights") - 2 turistas por habitacion	3	4,500	7,200	9,000	28,800	36,000
Gastos pronosticos por persona por visita		PEN 477	PEN 477	PEN 477	PEN 477	PEN 477
Gastos totales por 3 noches/4 dias		PEN 1,431,000	PEN 2,289,600	PEN 2,862,000	PEN 9,158,400	PEN 11,448,000
Numero de todos los turistas - 5 noches/6 dias	25%	1,250	2,000	2,500	8,000	10,000
Numero pronostico de noches de habitacion ("Room nights") - 2 turistas por habitacion	5	3,125	5,000	6,250	20,000	25,000
Gastos pronosticos por persona por visita		PEN 673	PEN 673	PEN 673	PEN 673	PEN 673
Gastos totales por 5 noches/6 dias		PEN 841,250	PEN 1,346,000	PEN 1,682,500	PEN 5,384,000	PEN 6,730,000
Numero de todos los turistas - 7 noches/8 dias	15%	750	1,200	1,500	4,800	6,000
Numero pronostico de noches de habitacion ("Room nights") - 2 turistas por habitacion	7	2,625	4,200	5,250	16,800	21,000
Gastos pronosticos por persona - 7 noches/8 dias		PEN 869	PEN 869	PEN 869	PEN 869	PEN 869
Gastos totales por 7 noches/8 dias		PEN 651,750	PEN 1,042,800	PEN 1,303,500	PEN 4,171,200	PEN 5,214,000
TURISTAS TOTALES POR ANO - INTERNACIONAL + NACIONAL		5,000	8,000	10,000	32,000	40,000
NUMERO PRONOSTICO DE NOCHES DE HABITACION ("Room nights") POR ANO		10,250	16,400	20,500	65,600	82,000
GASTOS PRONOSTICOS POR ANO POR TURISTAS		PEN 2,924,000	PEN 4,678,400	PEN 5,848,000	PEN 18,713,600	PEN 23,392,000
IMPACTO ECONOMICO PRONOSTICO: "MULTIPLIER EFFECT" x 3		PEN 8,772,000	PEN 14,035,200	PEN 17,544,000	PEN 56,140,800	PEN 70,176,000

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Potential US\$ Expenditure by Tourists US\$1 = Peruvian Soles S/3.5

GASTOS PRONOSTICOS POR PERSONA	PEN	Turistas por ano 5,000	Turistas por ano 8,000	Turistas por ano 10,000	Turistas por ano 32,000	Turistas por a 40,000
Alojamiento incluye desayuno por persona por noche - \$10	PEN 28	PEN 140,000	PEN 224,000	PEN 280,000	PEN 896,000	PEN 1,120,000
Alojamiento incluye desayuno por persona por 3 noches/4 dias - \$30	PEN 84	PEN 420,000	PEN 672,000	PEN 840,000	PEN 2,688,000	PEN 3,360,000
Alojamiento incluye desayuno por persona por 5 noches/6 dias - \$50	PEN 140	PEN 700,000	PEN 1,120,000	PEN 1,400,000	PEN 4,480,000	PEN 5,600,000
Alojamiento incluye desayuno por persona por 7 noches/8 dias - \$70	PEN 196	PEN 980,000	PEN 1,568,000	PEN 1,960,000	PEN 6,272,000	PEN 7,840,000
Almuerzo y cena por persona por dia - \$15	PEN 42	PEN 210,000	PEN 336,000	PEN 420,000	PEN 1,344,000	PEN 1,680,000
Almuerzo y cena por persona por 4 dias - \$60	PEN 168	PEN 840,000	PEN 1,344,000	PEN 1,680,000	PEN 5,376,000	PEN 6,720,000
Almuerzo y cena por persona por 6 dias - \$90	PEN 252	PEN 1,260,000	PEN 2,016,000	PEN 2,520,000	PEN 8,064,000	PEN 10,080,000
Almuerzo y cena por persona por 8 dias - \$120	PEN 336	PEN 1,680,000	PEN 2,688,000	PEN 3,360,000	PEN 10,752,000	PEN 13,440,000
Bar/tragos por persona por noche - \$10	PEN 28	PEN 140,000	PEN 224,000	PEN 280,000	PEN 896,000	PEN 1,120,000
Bar/tragos por persona por 3 noches - \$30	PEN 84	PEN 420,000	PEN 672,000	PEN 840,000	PEN 2,688,000	PEN 3,360,000
Bar/tragos por persona por 5 noches - \$50	PEN 140	PEN 700,000	PEN 1,120,000	PEN 1,400,000	PEN 4,480,000	PEN 5,600,000
Bar/tragos por persona por 7 noches - \$70	PEN 196	PEN 980,000	PEN 1,568,000	PEN 1,960,000	PEN 6,272,000	PEN 7,840,000
Compras por turista/por visita - \$50	PEN 141	PEN 705,000	PEN 1,128,000	PEN 1,410,000	PEN 4,512,000	PEN 5,640,000
Gastos promedio por dia por persona	PEN 239					
Gastos promedio por persona/3 noches	PEN 477					
Gastos promedio por persona/5 noches	PEN 673					
Gastos promedio por persona/7 noches	PEN 869					



Produce a detailed 'Viability Study' using the 'PESTLE' factors formula...

*** POLITICAL**

*** ECONOMIC**

*** SOCIAL**

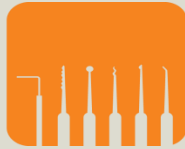
*** TECHNOLOGICAL**

*** LEGAL**

*** ENVIRONMENTAL**

Access!

Desbloqueando el mercado de turismo

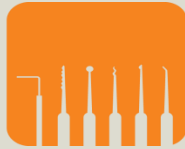


Environmentally-friendly Future Air Transport... The Viking Twin Otter powered by hydrogen/batteries



Access!

Desbloqueando el mercado de turismo

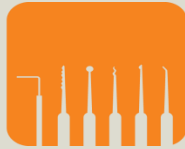


Environmentally-friendly Future Air Transport... ZEROAVIA Dornier 228 powered by hydrogen/batteries



Access!

Desbloqueando el mercado de turismo

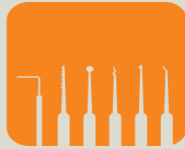


Environmentally-friendly Future Air Transport... The HAV Airlander A10 [a Hybrid Air Vehicle]



Access!

Desbloqueando el mercado de turismo

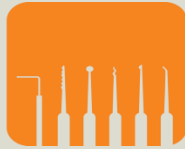


Environmentally-friendly Future Air Transport...
Battery-powered Helicopters being developed



Access!

Desbloqueando el mercado de turismo

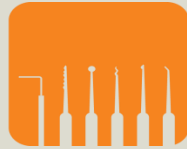


Environmentally-friendly Future Air Transport...
The Celera 500L powered by hydrogen



Access!

Desbloqueando el mercado de turismo



Kieron Heath – Aviation, Hospitality & Tourism Professional





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