



Excellent Plot of land for sale in The Peruvian Switzerland



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Listing details

Property for:	Sale
Price:	EUR 1,124,000

Location

Country:	Peru
State/Region/Province:	Ancash
ZIP code:	02165
Posted:	Nov 07, 2025

Description:

Excellent Plot of land for sale in The Peruvian Switzerland Peru

Esales Property ID: es5554851

Caraz 02167

Peru

An Investor's Dream: 8,000 m2 of Prime Development Land in the Peruvian Highlands – The Heart of 'Peruvian Switzerland'

This represents a truly exceptional and high-potential opportunity to acquire a vast parcel of land—a total of 8,000 square meters (m2)—in one of the most spectacularly beautiful and strategically significant tourist regions of the Northern Peruvian Highlands. Situated amidst the awe-inspiring ice mountains that have earned the area the evocative nickname of 'The Peruvian Switzerland,' this land is not merely a plot; it is a blank canvas for a visionary project and a guaranteed investment in a rapidly appreciating market. Its combination of natural beauty, perfect climate, and growing accessibility makes this offering



unprecedentedly attractive.

Prime Location in a World-Renowned Tourist Hub

The land is perfectly positioned in a highly desired, very touristy area renowned for its dramatic geography and unparalleled natural splendour. This part of the Peruvian Highlands is defined by its towering, snow-capped peaks, deep blue glacial lakes, and sweeping, picturesque valleys, making it a compulsory destination for international hikers, mountaineers, and adventure tourists. The designation of 'The Peruvian Switzerland' is a testament to its world-class alpine scenery and its established reputation as an elite adventure travel location, providing instant global brand recognition for any future commercial development.

Despite its majestic, remote appearance, the area boasts excellent and improving connectivity. It is reliably reachable from a major regional hub by an 8-hour bus journey, making it a straightforward destination for domestic and budget-conscious international travelers. Crucially, its strategic location is also serviced by air travel, significantly reducing transit time to a swift one hour and a few minutes by plane, underscoring its growing accessibility for high-end international and time-sensitive visitors. This dual access ensures a steady flow of both adventurous backpackers and luxury-seeking tourists.

Ideal Parameters for Development and Comfort

The 8,000 m² land parcel offers ample space and ideal natural conditions for substantial development. At an altitude of 2,225 meters (Ms) above sea level, the property strikes a perfect balance: it is high enough to afford breathtaking, sweeping views of the surrounding cordillera, yet low enough to ensure a great climate that is comfortable and acclimatized for most visitors. This moderate elevation avoids the discomfort associated with the extreme high-altitude zones, making the location welcoming and conducive to extended stays.

The area is deemed eminently suitable for a range of commercial and luxury hospitality ventures, including:

- * Boutique Hotel or Lodge: Perfect for a high-end destination hotel catering to international tourists seeking luxury accommodation near the mountains.
- * Eco-Friendly Bungalows or Cabins: Ideal for creating a series of individual, private retreats that blend seamlessly with the natural landscape, appealing to nature lovers and couples.
- * Wellness or Adventure Hub: Establishing a base for guided trekking, mountaineering, or holistic wellness retreats, leveraging the invigorating mountain air and tranquil environment.

The sheer size of the 8,000 m² area allows for a comprehensive project design that can incorporate vast open spaces, private gardens, and essential infrastructure, all while maximizing the visual impact of the beautiful sceneries that serve as the property's natural amenity.

An Unbeatable Investment Proposition

What makes this land offering truly compelling is the aggressive and highly attractive pricing strategy.



The owner is offering this prime piece of Peruvian real estate at a currently very low price of \$160 USD per square meter.

For a total area of 8,000 m2, the total investment cost is exceptionally competitive for land with this level of established tourism demand and developmental potential. This pricing reflects a strategic understanding of the local real estate dynamics: the seller is confident that the price will rapidly increase in a short period of time. This expectation is supported by the region's increasing profile on the global tourism map, the scarcity of large, well-located parcels suitable for hospitality development, and the continuous improvement in infrastructure and accessibility (particularly air travel).

This is a classic 'ground floor' investment opportunity, offering a remarkable profit margin potential for the forward-thinking investor who can purchase now and capitalize on the inevitable appreciation as the region continues its ascent as a premium international destination.

A Community of Warmth and Opportunity

Beyond the numbers and the natural grandeur, the investment is sweetened by the cultural environment. The region is home to wonderful people known for their genuine warmth, hospitality, and rich Andean traditions. This positive and welcoming community aspect is invaluable for establishing a successful tourism business, ensuring easy collaboration and providing an authentic cultural experience for guests. Investing here is not just buying land; it is joining a vibrant community and becoming a custodian of a slice of Peru's most majestic landscape.

This 8,000 m2 plot in the heart of the 'Peruvian Switzerland' presents a rare convergence of scale, location, accessibility, and aggressive pricing. It is an invitation to realize a high-value development project in one of South America's most spectacular and rapidly appreciating tourist destinations.

About the Area

The 'Peruvian Switzerland' is the popular and well-deserved nickname given to the spectacular high-altitude region encompassing the Cordillera Blanca in the Ancash region of Northern Peru. This massive mountain range is the highest tropical mountain range in the world and is home to Huascarán National Park, a UNESCO World Heritage site and a biosphere reserve. The area's striking resemblance to the Swiss Alps—with its immense, perpetually snow-capped peaks, deep glacial valleys, and numerous turquoise lagoons—draws adventurers and nature lovers from across the globe. The primary hub for exploring this spectacular environment is the city of Huaraz, which sits nestled in the valley below the colossal ice mountains.

The Cordillera Blanca offers unparalleled opportunities for high-altitude trekking, mountaineering, and rock climbing, featuring Peru's highest peak, Mount Huascarán, at 6,768 meters above sea level. Beyond technical climbs, popular tourist circuits like the Santa Cruz trek attract thousands of trekkers annually, who come to witness the dramatic landscapes, including peaks like Alpamayo and Huandoy. The area is characterized by a 'great climate,' despite the high elevation, with a pronounced dry season from April to September offering the best conditions for outdoor activities. The region's beauty and the hospitality of its residents contribute to its status as one of South America's premier adventure tourism destinations.



Accessibility to this remote yet popular region has significantly improved, making it a viable destination for both budget and luxury travelers. The traditional route from Lima is a breathtaking, but lengthy, 8-hour bus journey over mountain passes. However, air travel has become a far more convenient option, linking the region directly to the nation's capital. The nearest airport serving the Peruvian Switzerland is the Comandante FAP Germán Arias Graziani Airport (ATA), located near the town of Anta, which is about 20-30 minutes north of Huaraz.

Flights to Anta (ATA) are typically domestic services, most commonly originating from Jorge Chávez International Airport (LIM) in Lima. This direct flight connection usually takes just over one hour, transforming the demanding overland journey into a quick, scenic hop and greatly enhancing the region's appeal for short-stay visitors and investors alike. This ease of air access underscores the area's increasing strategic value, supporting the growth of the local economy and making it an ideal location for the development of hospitality infrastructure like hotels and bungalows.

Main Features

- * 8000 m2 of land for development
- * Excellent location close to many amenities
- * Stunning views.
- * Huge Potential in the rental market if developed on.

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Common

Finished sq. ft.:	8000 sq m
Lot Size:	8000 sq m

Lease terms

Date Available:

Contact information

IMLIX ID:	IX7.820.821
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