

## JOSÉ KOECHLIN Chosen Best Hotel and Tourism Developer in South America

During the Annual South American Hotel & Tourism Investment Conference, SAHIC, recently held in Cartagena de Indias (Colombia), a special award was given to the founder and CEO of **Inkaterra**, **José Koechlin**, for his 35 years leading an innovative company, dedicated to scientific research for local job creation and development of the hospitality and tourism industry.

On Inkaterra properties 17 species new to science have been discovered and three important books have been published: one on the 372 species of orchids that exist in the gardens of Inkaterra Machu Picchu Pueblo Hotel; another on amphibians and reptiles of the Tambopata region Inkaterra Ecological Reserve, published by Cornell University Press (USA); and the third book on the research on 1266 species of flora in the vicinity of the **Inkaterra Reserva Amazonica** lodge, published by the Missouri Botanical Garden and **Inkaterra Association**.

The experiences of restoring five acres of cloud forest and the management and sustainable use of 17.000 hectares of Amazon rainforest have put Inkaterra at the vanguard of factual ecotourism information based on in situ research.

The illustrated field identifier sheets published by Inkaterra to orient and educate foreign and national visitors help them recognize many of the species making up the enormous biodiversity.

This SAHIC Conference also awarded Brazil's Ministry of Tourism in the 'International Merit' category, for its efforts in promoting the FIFA World Cup Brazil 2014 and the Olympic Games 2016 to be held in Rio de Janeiro.

