

INKATERRA LAUNCHES NEW ORCHID BOOK

Commemorating 20 Years of In Situ Conservation of Native Orchid Species

New York, November 29, 2007: - Inkaterra, Peru's foremost purveyor of sustainable tourism, recently launched a new book entitled "Orchids in Inkaterra Machu Picchu Pueblo Hotel", commemorating 20 years of *in situ* (on site) conservation of native orchid species. Situated in Machu Picchu's cloud forest, Inkaterra's Machu Picchu Hotel has 372 species of orchids, the world's largest diversity of native species set in their natural environment inside a private facility, according to the American Orchid Society.



Stunning raw original photos are showcased throughout the book, including: 178 native orchid species currently at Inkaterra Machu Picchu; 61 new species for the Machu Picchu Historical Sanctuary (SHMP); seven new species and three new varieties to science; one new genus and seven new species for Peru; and five new genera and 38 new records for the SHMP. Also featured are paintings by Angela Mirro, North American orchid watercolor painter, a rendering of *Keferstenia koechlinorum* 'Denise', a species deemed new to science by the American Orchid Society and also the orchid symbol of Machu Picchu, and *Masdevallia veitchiana*, called *Wakanki* in Quechua or *You Will Cry*.

Presented by Inkaterra's President and Chief Executive Officer, Jose Koechlin, the book is written by Benjamin Collantes, advocate investigator of the Orchids in the Machu Picchu cloud forest, and co-written by Carmen Soto, Chief Resident Biologist of Inkaterra Machu Picchu. Mr. Collantes, an expert in Orchids macro photography and a botanical illustrator, has produced photo archives for more than 1200 species of native orchids throughout Peru and is the author of various specialty publications on the topic. Ms. Soto has dedicated 10 years to *in situ* conservation and to the monitoring of flora and fauna in the region, and besides sharing her findings in this publication she also publishes bi-monthly reports on Inkaterra's website, www.inkaterra.com. The book is dedicated to the memory of deceased Moises Quispe, chief gardener of Inkaterra Machu Picchu who was killed in the landslide that affected the area on April 10, 2004. He will be remembered with the names of two new species which he discovered: the *Epidendrum sp. nov.*, and *Telipogon sp.*

Other valued supporters include ophthalmologist Dr. Isaias Rolando, author of the *Orchid Field Guide to Machu Picchu Pueblo Hotel* (1998) and Jose Koechlin's wife, Denise Guislain. Collaborators include Fernandez, Orchid Curator at the Museum of Natural History of Lima who also reviewed and validated the work, and prominent international scholars including Eric Christenson, Eric Hagsater, Gunter Gerlach, Paul Bechtel, Ian Chalmers, Carlos Fighetti, Henry Oakeley, among others.

INKATERRA is a Peruvian organization with more than 30 years of experience in sustainable tourism initiatives. It focuses on preserving and rescuing Peru's geography, nature, customs and cultures and sharing them with the world. INKATERRA MACHU PICCHU has been rated by Travel+Leisure magazine as one of the 10 best hotels in South America and Best Value for the money hotel in all Latin America. Other properties include, INKATERRA RESERVA AMAZONICA , located on the Madre de Dios River, and the INKATERRA URUBAMBA VILLAS, located in a quaint hamlet in the Sacred Valley of the Incas. Three new properties in Cusco, Puno and Lima are set to open in 2008. INKATERRA has an alliance with the NGO Inkaterra Association through which the company's profits are invested in research, conservation, educational and social development programs.

For more information, please visit www.inkaterra.com

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