

## Inkaterra Earns 2012 TripAdvisor Certificate Of Excellence

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New York - June 4, 2012: Inkaterra Reserva Amazonica, Inkaterra's property located on the banks of the Madre de Dios River in the Peruvian Amazon of Southern Peru near Cusco, has received a TripAdvisor® Certificate of Excellence award. The certificate, which honors hospitality excellence, is given only to establishments that consistently achieve outstanding traveler reviews on TripAdvisor.

"We are very proud to have won a TripAdvisor Certificate of Excellence award," says José Koechlin, CEO of Inkaterra. "This is a wonderful way to be rewarded, especially as this comes directly from guest reviews. We will continue in our efforts to always offer the best service and hospitality."

In 2011, Inkaterra La Casona and El MaPi, the first hotel under Inkaterra's new value conscious byInkaterra brand, won the TripAdvisor Certificate of Excellence award, making Inkaterra Reserva Amazonica the third Inkaterra hotel to win this respected award.

To qualify for the Certificate of Excellence, businesses must maintain an overall rating of four or higher - out of a possible five - from reviews by travelers on TripAdvisor. Approximately 10 percent of accommodations listed on TripAdvisor receive this prestigious award. Additional criteria include the volume of reviews received within the last 12 months.

For more information on Inkaterra, visit [www.inkaterra.com](http://www.inkaterra.com).

### ABOUT INKATERRA:

Inkaterra is a Peruvian organization that celebrates 37 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. It currently operates Inkaterra Machu Picchu Pueblo Hotel, named by Travel+Leisure magazine as one of the "World's Best Hotels" since 2010 and in Conde Nast Traveler's "Gold List" 2010-2012 ; Inkaterra Reserva Amazonica, located on the Madre de Dios River, in Southern Peruvian Amazon rainforest and a pioneer of conservation and sustainability in Peru; Inkaterra La Casona, a 11-suites boutique hotel in the historic city of Cusco, first and only Relais & Châteaux hotel in Peru; and two newly launched boutique hotels El MaPi in Machu Picchu pueblo and Hacienda Concepcion in the Amazon, under the affordable brand 'byInkaterra.' Inkaterra has an alliance with the NGO Inkaterra Association (ITA) through which the company's profits are invested in research, conservation, educational and social development programs.

### ABOUT TRIPADVISOR:

TripAdvisor® is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor-branded sites make up the largest travel community in the world, with more than 50 million unique monthly visitors\*, and over 60 million reviews and opinions. The sites operate in 30 countries worldwide, including China under daodao.com. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to TripAdvisor's millions of monthly visitors.

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