

INKATERRA GETS TWO NOMINATIONS FOR THE PURE AWARDS 2014



Inkaterra was granted two nominations for the PURE Awards 2014. The global marketplace PURE Life experiences recognizes Inkaterra as a world leader on sustainable development, for its “holistic approach that promotes scientific research in its areas of influence (Tambopata, Machu Picchu and Cabo Blanco), to contribute with biodiversity conservation, education and economic growth of local communities”. A work that has been awarded with the Relais & Châteaux Environment Trophy (2013), WTTC Tourism for Tomorrow Award in the

Conservation category (2012); and Travel+Leisure Global Vision Award (2011).

The Andean Bear Rescue Center at Inkaterra Machu Picchu Pueblo Hotel, appears among nominees in the ‘Conservation and Sustainability’ category. This project’s main purpose is rescuing and rehabilitating Andean Bears found in bad captivity conditions. Inkaterra currently hosts five specimens, and works on the conservation of the only bear species native to South America, developing reinsertion programs.

Inkaterra president and founder José Koechlin is also nominated for the ‘Contribution to Experiential Travel’ category. PURE remarks that, since the hotel company’s establishment in 1975, “José Koechlin has dedicated his life to the development of eco-friendly tourism in Peru – chairing various tourism and

conservation boards, focusing on ways to create added value in rural areas and even co-producing two films (Werner Herzog's **Aguirre, The Wrath of God** and **Fitzcarraldo**) featuring locations including Machu Picchu and the Amazon, which were an international success and helped attract the first waves of tourism in Peru."

In 2013, HVS Global Hospitality Services granted José Koechlin the SAHIC Developer Award, "in recognition of your tireless and so characteristic entrepreneurial spirit, whose devotion to continuously undertake new challenges, either the development of new investments or recovery, improvement or upgrade of existing projects, together with the constant contribution for the preservation of the environment, with the marine reserve at Casbo Blanco as your most recent eco-initiatives, is an example of passion, commitment and hard work."

Internationally renowned, PURE Life Experiences is one of the most important tourism marketplaces. The awards ceremony will be held on November 13th at Palais des Congrès in Marrakech, Morocco.

<http://www.purelifeexperiences.com/Awards.html>