

› INKATERRA ‹

AUTHENTIC NATURE TRAVEL IN PERU
SINCE 1975

ITA
› INKATERRA ‹
ASOCIACIÓN

Eco | logical Research
for Conservation
by local populations
funded by
tourism

PERU

Many countries in one, Peru is defined by its life zones, history and mega biodiversity.

Biodiversity

One of the 17 megadiverse countries (UNESCO 1998)

84 of the 104 life zones in the Holdridge Scale

Geography

2200 km Pacific coastline, amongst the most bountiful oceans

Significant part of Andes mountain range

62% of Peru is Amazon rainforest

History and Culture

Peru is one of the six cradles of civilization, contemporary to Mesopotamia (Carbon-14 dating 2600 BC)

Splendor of the Inca Empire in the XV Century

Qhapaq Ñan (Great Inca Trail), Andean transportation system longer than Rome's Appian Way, recently declared World Heritage Site by UNESCO

Heart of Spain's colonial era, where cultures and traditions have merged throughout four centuries

One of the world's richest gastronomies



PURPOSE

Inkaterra has pioneered Ecotourism since 1975

Currently renowned as a world leader in sustainable development

Holistic approach: perform scientific research, to contribute with conservation of biodiversity, education and economic growth of local communities

Generates added value in rural areas

Improves the quality of life of every living being

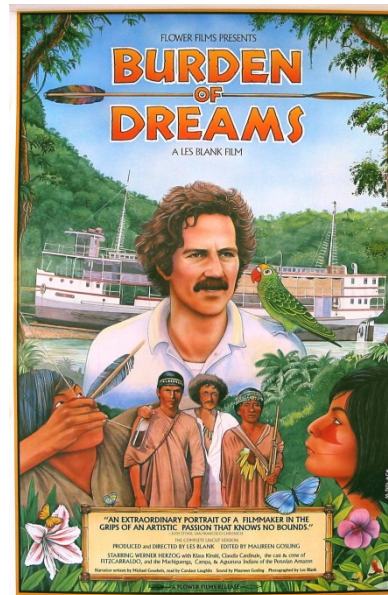
Luxury standards: eco-friendly design in harmony with the environment, inspired by traditional architecture and built with native materials



ORIGINS

As cinema can promote tourism, Inkaterra's founder José Koechlin von Stein co-produced two films directed by German filmmaker Werner Herzog, **Aguirre, the Wrath of God** (1972) and **Fitzcarraldo** (Best Director in Cannes Festival 1982), as well as **Burden of Dreams** (1982), Les Blank's acclaimed documentary on the making of *Fitzcarraldo*. Filming locations included Machu Picchu and the Amazon. The films were an international success and helped attracting the first waves of tourism in Peru.

The films confirmed José Koechlin's passion for nature. Three years after producing 'Aguirre, the Wrath of God', Mr. Koechlin along with some of the film's crew members searched for a place in the midst of the Amazon rainforest, where a lodge could be established. After a long search, he arrived in a DC-3 propeler plane to Puerto Maldonado, where Inkaterra was founded.



INKATERRA HOTELS

Inkaterra Reserva Amazonica (Amazon Rainforest)

Ranked among the World's 25 Best Ecogdes by National Geographic Traveler, (2013)
Awarded by Latin American Travel Association (UK) as the best lodge in the Amazon Basin

Inkaterra Hacienda Concepción (Amazon Rainforest)

Condé Nast Traveler's Hot List 2012 The Best New Hotels in the World category.
1950's restored hacienda close to Lake Sandoval, a water mirror in Tambopata National Reserve surrounded by palm trees, natural habitat of howler monkeys, jaguars, black caimans, giant river otters and a great diversity of birds.

Inkaterra Machu Picchu Pueblo Hotel (Andean Amazon Cloud Forest)

Acknowledged by Travel+Leisure as one the World Best Hotels (2014).
A village with 85 casitas, including two villas and thirteen Relais & Châteaux suites, within 5 hectares of restored Andean cloud forest.

Inkaterra La Casona (Cusco City High Andes)

First Relais & Chateaux property in Peru.
16th century manor house build by Spanish Conquistadores, hosted Diego de Almagro and Simón Bolívar
Restored as an 11-suite luxury hotel CNT chosen amongst The 3 Best Hotels in the Americas

Inkaterra Hacienda Urubamba (Midway from Cusco to Machu Picchu)

Overlooking the Sacred Valley of the Incas
Grand Casa Hacienda and 24 Casitas

Cabo Blanco (Pacific Ocean and Desert)

Inkaterra Cabo Blanco – to be opened in 2016
Home of current world records : Marlin (1,560 pounds) and Big Eye Tuna (434 pounds)
Proposed first marine reserve area in Peru



INKATERRA ASOCIACIÓN

Scientific research started in 1978.

Since 2001 under Inkaterra Asociación (ITA), Peruvian NGO working on conservation and sustainability

Self-financed through ecotourism, ITA studies flora and fauna to set a benchmark to compare Inkaterra's future impact in its areas of influence.

More than 200 researchers were sponsored by Inkaterra in their scientific missions, such as the Biological Diversity Program (BIOTROP), directed by Dr. William Duellman from the University of Kansas.

Recipient of the first Global Environment Facility (UN) loan to the private sector, via The World Bank Group. (IFC)



SCIENTIFIC RESEARCH

Flora

Missouri Botanical Garden, 1266 Vascular plant species at Inkaterra Reserva Amazonica area.

American Orchid Society: the world's largest collection of native orchids (372 species) found in their natural environment at Inkaterra Machu Picchu Pueblo Hotel

92 fern species at Inkaterra Machu Picchu Pueblo Hotel

25 Wood-decay Fungus species at Inkaterra Reserva Amazonica and Inkaterra Hacienda Concepcion (Oregon State University)

18 Species new to Science: 15 Orchids, 2 Bromeliads and 1 Tropical vine

Fauna

Neal Woodman and Robert Timm, Kansas University, 100 Mammal species at Inkaterra Reserva Amazonica area.

747 Bird Species registered :

540 species at Inkaterra Reserva Amazonica and areas of influence.

207 species at Inkaterra Machu Picchu Pueblo Hotel (Birdlife International).

William Duellman and Linda Trueb, Cornell University, 149 Reptile and Amphibian species at Inkaterra Reserva Amazonica area

1161 Invertebrate species registered to this date at Inkaterra Reserva Amazonica.

365 Ant species at Inkaterra Reserva Amazonica (Harvar. Prof. E. O. Wilson) world record

108 Butterfly species at Inkaterra Machu Picchu Pueblo Hotel

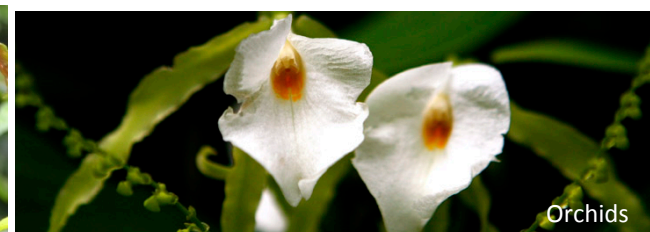
6 Species New to Science described at Inkaterra: 5 Amphibians, 1 Butterfly



Rupicola Peruviana



Spectacled Bear



Orchids

INKATERRA CANOPY WALKWAY

344m system of 2 towers, 8 platforms and 7 bridges at 30m above the ground.

Project financed by United Nations' Global Environment Facility (GEF) and International Finance Corporation (World Bank Group) with the support of National Geographic Society.

Scientific purpose: to study wildlife in the rainforest canopy., financed by tourism.

Contributes to eco-friendly activities such as bird watching.

2013 Pure Awards in High Emotion/Low Impact category.

Palmetum: 10 species of native palms under the Inkaterra Canopy Walkway.

Inkaterra Canopy Tree House: Privileged view of the Amazon rainforest

Inkaterra Canopy Tree House



PUBLICATIONS

Inkaterra outreaches Peru's cultural and natural values through the following books:

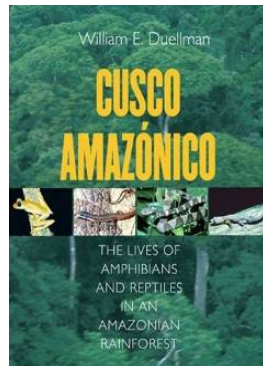
Cusco Amazónico: The Lives of Amphibians and Reptiles in an Amazonian Rainforest (Cornell University Press, 2005) 20-year-long research led by William E. Duellman (BIOTROP). Described by Cornell University as “the baseline against which all future studies of Amazonian amphibians and reptiles will be compared to”.

Flórmula de la Reserva Ecológica Inkaterra (Missouri Botanical Garden and Inka Terra Asociación, 2007)
Description of 1263 vascular plant species at Inkaterra Reserva Amazonica.

Orchids at Inkaterra Machu Picchu Pueblo Hotel (Inkaterra, 2007)
Photographs of 178 species that include 57 genera.
Inventory of 372 nature species. The largest collection

The Last Days of the Incas – Kim MacQuarrie (Inkaterra, 2012)

Manual de Agroforestería (ITA and ACCA 2014)



Cornell University
2005



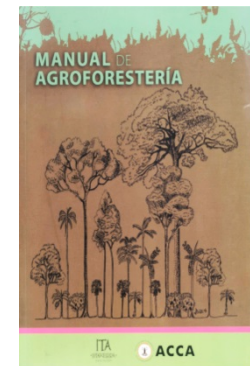
Missouri Botanical Garden &
Inkaterra Asociación 2006



Inkaterra & Inkaterra
Asociación 2007



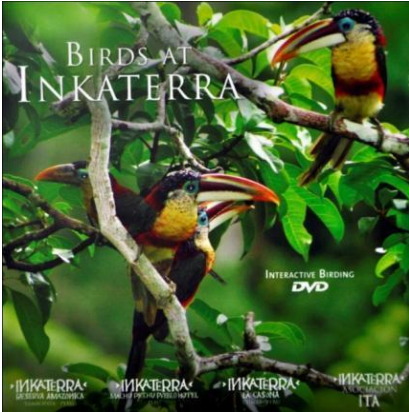
Inkaterra
2012



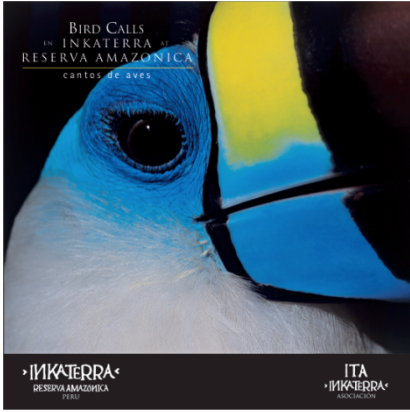
Manual de
Agroforestería 2014

EDUCATIONAL TOOLS

Interactive DVD and CDs that allow travellers to identify bird calls from many of the 747 bird species inventoried at the Inkaterra environs in Machu Picchu cloud forests and Tambopata rainforest.



*Educational Interactive
Multiple Choice Birding DVD*



*Bird Calls at
Inkaterra Reserva Amazonica*



*Bird Calls at
Inkaterra Machu Picchu Pueblo Hotel*



Bird Calls at Inkaterra

MUSIC

In its effort to outreach Peru's cultural values, Inkaterra has produced three music albums for the creation of a new trend in Peruvian music: the fusion of ancestral rhythms with modern styles.

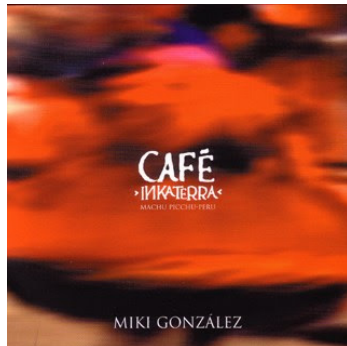
Miki González

Café Inkaterra (Platinum Record, 2004)

Fiesta Inkaterra (Latin Emmy Nominee, 2010)

Jean Pierre Magnet

Serenata Inkaterra (Latin Emmy Nominee, 2009)



Platinum Record, 2004



Latin Emmy Nominee, 2009



Latin Emmy Nominee, 2010

CONSERVATION

ITA Field Stations

Field stations based within hotel grounds and areas of influence in Tambopata, Machu Picchu, Urubamba and Cabo Blanco.

Lodging for researchers, volunteers, students, guide training programs, work shops, academic credit earning programs, field programs, etc.

Forest Concessions

The first private ecological reserve in Peru for tourism was given to Inkaterra (1979)

Inkaterra was the first tourism enterprise in Peru to be declared carbon neutral.

15,000 Ha of Amazon rainforest in Madre de Dios.

Carbon sequestration: 1Ha under the stewardship of Inkaterra captures 200 tons of carbon (Tim Baker, University of Leeds, 1989).

Agroforestry projects include the sustainable production of cacao, Brazilian nut, organic tea and medicinal plants.

Chacra Gamitana



SUPER BOWL OF BIRDING*

Since 1979 bird inventories are done at Inkaterra; by Ned Johnson, John O'Neil, Ted Parker, Tom Schulemberg, etc.

World Birding Rally

First World Birding competition , unique for its non stop modality.

Renowned international birders and ornithologists compete for the largest number of species observed along a week-long race in Peru.

Purposes:

- Validating + Upgrading bird inventories.
- Promote Peru as a top destination for bird watching (1816 bird species, 120 endemics).
- Raise awareness on environment conservation.
- Contribute to the economic growth of rural areas through sustainable tourism.
- Promote safe corridor migration to USA

WBR Inkaterra 2012	WBR Nor Amazon 2013	WBR Inkaterra 2013	WBR Nor Amazon 2014
649 species	864 species	692 species	777 especies

Bird Banding Stations

One of the five bird banding programs in Peru to be supported by Centro de Ornitología y Biodiversidad (CORBIDI).

ITA staff trained in banding techniques, bird managing and bird identification.

*Jack Smith, **For the Birds** (Robb Report, August 2014)

Andean Cock-of-the-Rock



Chestnut-breasted Coron



ANDEAN BEAR CONSERVATION PROGRAM

The Spectacled Bear (*Tremarctos ornatus*), also known as Andean Bear, is the only bear native to the Southern Hemisphere. It became world famous since Michael Bond's book 'A Bear Called Paddington' (1958). Known for his red hat, blue duffle coat and marmalade sandwiches, Paddington was named after the London station where he was found in, though it came from 'Darkest Peru'.

Umbrella species: its conservation protects many other species that are part of its ecosystem at Machu Picchu

Vulnerable conservation status (IUCN) due to poaching and loss of habitat.

Five Andean Bear specimens currently hosted within the grounds of Inkaterra Machu Picchu Pueblo Hotel.

Purpose:

Stewardship of bear habitat at Machu Picchu

To rescue and rehabilitate Andean bears found in bad captivity.

To research and work on reproduction and reinsertion-into-wildlife programs
(one female already back in the wild).

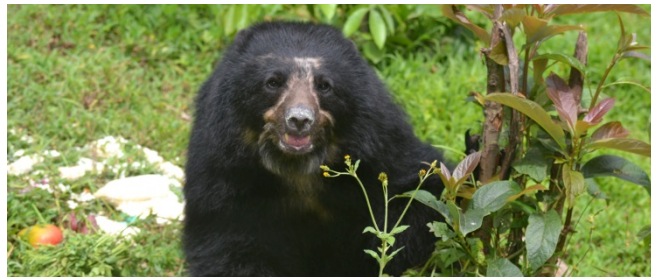
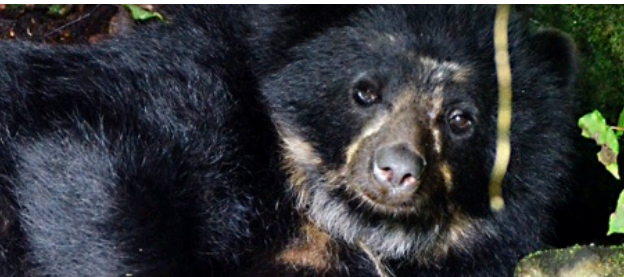
To raise awareness by promoting the Andean Bear as an emblematic species for Machu Picchu.

Documentaries:

BBC - **Rescuing the Spectacled Bear: A Peruvian Diary** (2001) and **Paddington in Peru: The Sequel** (2002), hosted by Stephen Fry
Animal Planet - **Peru: Bear Necessities** (The Jeff Corwin Experience, 2003)

Publication of the National Strategy for the Conservation of the Andean Bear, along with the Wildlife Conservation Society (WCS) and SERNANP.

Serves as basis and case study for the conservation of other threatened species.



NATIVE ORCHIDS

372 Native orchid species in 80 genera within 5Ha of restored cloud forest at Inkaterra Machu Picchu Pueblo Hotel.

World's largest native orchid collection found in a natural habitat (American Orchid Society) in a private facility.

15 orchid species new to science at Inkaterra.

Collaboration with Mexican Orchid Association (AMO), Lankester Botanical Garden (Costa Rica), American Orchid Society, Orchid Society of Great Britain, among other organizations.

Brachionidium carmeniae Luer

Brachionidium inkaterresense Luer & C. Soto

Comparettia vallyana Collantes & G. Gerlach

Epidendrum pachacutecianum Hágsater & Collantes

Epidendrum quispei Hágsater & Collantes

Kefersteinia koechlinorum Christenson

Masdevallia marizae Luer & Rolando

Oncidium koechliniana Collantes & G. Gerlach

Stanhopea marizaiana Jenny

Maxillaria deniseae Collantes & Christenson

Epidendrum Rouseffiana Hágsater & Collantes



Cabo Blanco Marine Reserve

Along with its new hotel project, Inkaterra aims to restore the Peruvian Tropical Sea via scientific research, by working on a plan for economic and social development in Cabo Blanco, which can be replicated in other coastal communities.

Background:

Considered the world's sport fishing mecca during the 1950's.

Two standing fishing world records:

1953 – All-tackle world record: 1560lb black marlin (*Makaira indica*) caught by Alfred Glassell Jr.

1957 – Largest tuna ever caught: 435lb bigeye tuna (*Thunnus obesus*).

70% of the country's ichthyologic diversity.

Cultural heritage: ancestral fishing techniques (sail boat and raft).

Visited by Nobel Prize laureate Ernest Hemingway, as many celebrities.

Purpose:

Asses the current situation of Cabo Blanco marine ecosystem.

Restore marine richness in the Peruvian Tropical Sea.

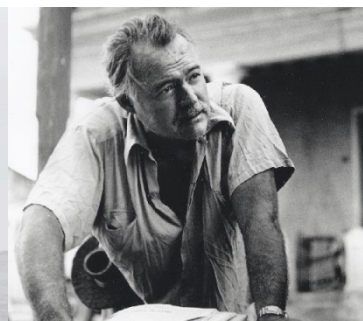
Create new fisheries for artisanal fishermen.

Promote reproduction of commercial species.

Mitigate illegal fishing in reproduction areas.

Conserve cultural heritage.

Create tourism infrastructure with low investment and high social impact.



Cabo Blanco Marine Reserve

Inkaterra has presented to the Ministry of Environment a technical proposal for the creation of a Marine Reserve in the tropical sea of Cabo Blanco.

First open sea conservation project in Peru.

Promotion of sustainable fishing methods among local communities, through workshops on fish management.

Development of sustainable activities: ecotourism, wildlife observation, surfing, sport and artisanal fishing.

Restoration of 'Miss Texas', Cabo Blanco's iconic fishing boat that had Ernest Hemingway and Alfred Glassell Jr. on board. Now captained by Norm Isaacs, revered by Gaff Magazine as the "Mick Jagger of game fishing".

Alliances with National Geographic, Ocean Initiative, IGFA, Rosenstiel School, University of Miami Miami, Universidad de Alicante, OCEANA, The Nature Conservancy, and others.



Bote escuela



EDUCATION

More than 4,000 locals trained since 1975.

Career opportunities for native communities on hospitality, field guidance and agroforestry projects.

Workshops and conferences are constantly organized for local communities, to raise awareness on environment conservation.

ITA scholarship: All expenses are covered for students while working on their research projects within Inkaterra areas.

Volunteer programs:

- Lodging at Centro ITA Field Stations.

- Wildlife monitoring.

- Support on land restoration and organic agriculture.

- Experience on hospitality.

- Involvement in service and community activities.

Explorer Guides Training School



Centro ITA Field Station

UNCTAD BioTrade Principles fulfilled by Inkaterra*

Inkaterra fulfils all BioTrade Principles and Criteria (United Nations 2007), established by the United Nations Conference on Trade and Development (UNCTAD):

Principle 1 – Conservation of biodiversity.

Principle 2 – Sustainable use of biodiversity.

Principle 3 – Fair and equitable sharing of benefits derived from the use of biodiversity.

Principle 4 – Socio-economic sustainability (productive, financial and market-management).

Principle 5 – Compliance with national and international regulations.

Principle 6 – Respect for the rights of actors involved in BioTrade activities.

Principle 7 – Clarity about land tenure, use and access to natural resources and knowledge.

(*) Perfil Sectorial de Ecoturismo (Manuel Bryce Moncloa, July 2013)

ONGOING PROJECTS

TAMBOPATA

Farming of crisneja palm tree (*Geonoma deversa*), traditional plant used for housing in Amazonian communities.

Farming of all nature plants traditionally used to make amazon houses.

Agreement in process with Oregon State University to develop the world's first course on spalting fungi at Inkaterra Reserva Amazonica and Inkaterra Hacienda Concepcion.

MACHU PICCHU

Environmental education programs for local children with special abilities.

Development of an open butterfly house

URUBAMBA

Workshops for local communities on the management of natural resources and sustainable tourism .

CABO BLANCO

Training of local communities on viviential fishing, sustainable tourism and hospitality.

Seeding of artificial reefs for the recovery of ecosystems and mitigating fish trolling.

Working with OCEANA Robot in Cabo Blanco sea, for determining tourism areas, damaged areas and biodiversity under water.

Urban development



AWARDS & RECOGNITIONS

Relais & Châteaux Environment Trophy (2013)

WTTC Tourism for Tomorrow Awards in the Conservation Category (2012)

Travel+Leisure Global Vision Award (2011)

National Geographic Traveler's Best Practices Award for Sustainable Travel (2002)

In 2002, Inkaterra became the first hotel enterprise in the world to be recognized with the International Certificate in Sustainable Tourism by the CU Green Choice Sustainable Tourism Standard.

Inkaterra caters to some 200,000 travellers in 2014.

