

**NATIONAL GEOGRAPHIC UNIQUE LODGES OF THE WORLD:  
FOUR INKATERRA HOTELS JOIN THE NEW ALLIANCE**



**Washington, D.C., 7<sup>th</sup> May 2015** – During the official announcement for National Geographic Unique Lodges of the World held this week at Washington, D.C., it was confirmed that four Inkaterra hotels will join this extraordinary collection of hotels in quintessential places around the globe, related by a strong commitment to conservation, sustainability and excellence. Towards late 2015, the alliance will have 50 hotels across six continents.

Among 24 founding members, Inkaterra stands out for being the only Peruvian family of hotels to be part of National Geographic Society's most recent foray in luxury travel, as well as the only brand to offer four destinations within this alliance. With this achievement a journey throughout Peru is outreach, aiming to showcase the country's mega-diversity and cultural richness.

Initially, Inkaterra Machu Picchu Pueblo Hotel was one of its founding members, which now includes Inkaterra Hacienda Concepción, in Madre de Dios; Inkaterra La Casona, in Cusco; and the brand's most recent property, Inkaterra Hacienda Urubamba, in the Sacred Valley of the Incas.



Selected after a comprehensive vetting process, every lodge in National Geographic Unique Lodges of the World offers a fascinating travel experience whilst preserving natural and cultural values and promoting sustainable tourism practices. The collection was evaluated on the following criteria:

- **The Property** — The design and character are unique and authentic and the property provides guests with a true sense of place by celebrating the surrounding landscape and cultural heritage.
- **Guest Experience and Quality of Service** — Guests are offered top-quality service and exceptional and inspiring experiences — from activities that enable them to engage with local people to wildlife encounters with seasoned naturalists.
- **Sustainable Tourism Best Practices** — The property demonstrates a commitment to conservation and green operations; it actively supports the protection of cultural heritage; and it provides tangible benefits to local communities.

“The National Geographic brand is universally recognized for its commitment to exploring and protecting the planet, so we are uniquely positioned to unite and promote these exceptional properties and to set a new standard for tourism,” said Lynn Cutter, National Geographic’s executive vice president for Travel. “These lodges share the Society’s vision of preserving the planet for future generations and they demonstrate that sustainability and a world-class guest experience can go hand-in-hand.”

During the ceremony Inkaterra was considered a worldwide model for ecotourism. Founder and chairman José Koechlin was the only guest speaker to join National Geographic Society’s main executives in the panel, as to explain how the Peruvian company’s holistic approach can be replicated by this global organization. “Scientific research is necessary to define, via flora and fauna inventories, what shall be conserved through sustainable development funded by tourism,” Mr. Koechlin stated.

“We are thrilled and honored to be founding members of this unique and unprecedented collection,” he added. “Service, conservation, and sustainability are at the core of all Inkaterra hotel operations across Peru and we are excited to share our achievements in both of these fields through the iconic National Geographic brand.”

Terry Garcia, Vice President of National Geographic Society, remarked that the NatGeo brand is followed each month by 709 million people and is familiar to 95%

of Americans. Its purpose is to influence the world's management via science and education. Mr. Garcia stated that his most valuable accomplishment throughout his 15-year career at NGS was to work along with Mr. Koechlin for over a decade to return from Yale the Machu Picchu artifacts.

## ABOUT THE PROPERTIES



### **Inkaterra La Casona (Cusco)**

Cusco's first boutique hotel and first Peruvian property to be part of the prestigious alliance Relais & Châteaux, Inkaterra La Casona is located in Plaza de las Nazarenas, in the heart of Cusco. The 16<sup>th</sup> Century manor house had Spanish Conquistador don Diego de Almagro (1534) and

'Libertador' Simón Bolívar among its guests. It has been carefully restored by Inkaterra to emphasize its original architecture, reflecting the encounter of cultures and traditions throughout four centuries.



### **Inkaterra Hacienda Urubamba (Sacred Valley of the Incas)**

The most recent Inkaterra property is a contemporary hacienda, notorious for its architecture and interior décor inspired by the cultural tradition of the Sacred Valley. All rooms offer a panoramic view of the surrounding mountains across a 100-acre property, allowing

travellers to enjoy the open space and pleasant climate. A native farm welcomes

guests to pick their own produce, such as quinoa, giant Urubamba corn and a great variety of potatoes. Local goods are carbon-free, cultivated with ancestral techniques as done four centuries ago.



**Inkaterra Machu Picchu Pueblo Hotel (Machu Picchu)**

A villa with 85 casitas in the heart of the Andean cloud forest of Machu Picchu, the hotel allows travellers to discover the history and natural wonders of this extraordinary retreat. According to the American Orchid Society, the world's largest native

orchid collection in its natural habitat (372 species) is found in the property. Within hotel grounds, the Andean Bear Rescue Center was established to conduct scientific research for the conservation of the only bear species native to the Southern Hemisphere. 214 bird species have been inventories, confirming Machu Picchu as a top destination for birding. After excursions, guests can enjoy the Unu Spa and the Andean Sauna, as well as the gastronomic offer at renowned Café Inkaterra.



**Inkaterra Hacienda Concepción (Madre de Dios)**

This luxury eco-lodge with resembling a 1950's Amazonian hacienda is located Tambopata National Reserve's buffer zone, 20 minutes away from Puerto Maldonado. Designed for nature lovers, it is very near



from Lake Sandoval, an impressive water mirror and habitat to Howler monkeys, caimans, giant river otters and a great variety of birds. Within property, Brazil nut and cacao concessions are a source of sustainable development for local communities. Inkaterra Hacienda Concepción was selected by Condé Nast Traveler's Hot List 2012, in the *Best New Hotels of the World* category.

## **ABOUT INKATERRA**

Inkaterra is a Peruvian organization that celebrates 40 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. Since 2011 Inkaterra holds the Rainforest Alliance Verification in Sustainable Tourism, the Relais & Châteaux 2013 Environment Trophy, the 2012 Tourism for Tomorrow Award for Conservation, the 2012 Green Choice Sustainable Tourism Award, the Latin American Travel Association's (LATA) 2012 Award for Sustainability and was second place honoree at the Educational Travel Community's (ETC) 2013 Responsible Tourism Showcase. In late 2014, Inkaterra will open Inkaterra Hacienda Urubamba, an 11-room contemporary hacienda-style hotel located in Peru's Sacred Valley of the Incas. The company currently operates Inkaterra Machu Picchu Pueblo Hotel, Inkaterra Reserva Amazonica & Inkaterra Hacienda Concepcion in the Amazon of Southern Peru, Inkaterra La Casona and one recently launched boutique hotels El MaPi in Machu Picchu Pueblo, under the more affordable brand 'byInkaterra.' In April 2015 the brand launched its most recent hotel, Inkaterra Hacienda Urubamba, a 100-acre property in the Sacred Valley of the Incas. 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.

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



## **ABOUT NATIONAL GEOGRAPHIC TRAVEL**

National Geographic Travel is the travel arm of the National Geographic Society, one of the world's largest nonprofit scientific and educational organizations, founded in 1888. National Geographic Travel creates authentic, meaningful and engaging travel experiences through National Geographic Traveler magazine; National Geographic Expeditions; National Geographic Unique Lodges of the World; travel books; maps; digital travel content; and travel photography programs. National Geographic Traveler (eight issues per year) is the world's most widely read travel magazine and has 17 international editions. [National Geographic Expeditions, the travel program of the Society](#), offers a variety of unique travel experiences led by top experts to more than 60 destinations across all seven continents. Travel opportunities include family and student expeditions, active adventures, private jet trips and voyages on the six expedition ships in the National Geographic-Lindblad fleet, as well as photography workshops, expeditions and seminars. The [National Geographic Travel digital group](#), shares its inspiring and authoritative digital content such as trip ideas, photo galleries, blogs and apps with its @NatGeoTravel community of 6.5 million. National Geographic Travel books bring readers curated travel advice, photography and insider tips. Follow National Geographic Travel @NatGeoTravel on [Twitter](#), [Facebook](#), [Tumblr](#), [Pinterest](#), [Instagram](#) and [Google+](#).

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