

Inkaterra: Pioneer in Nature Conservation and Sustainability in the Hospitality Industry

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Inkaterra is impossible to ignore for anyone interested in sustainability in the hospitality industry. For decades, the Peruvian hotel group has worked extensively to preserve the unique nature and culture of its home country. It now protects more than 24,000 hectares of rainforest and is currently celebrating the re-designation of Machu Picchu as a Climate Neutral Wonder of the World. At the same time, Inkaterra is proving that this commitment can be combined with a high level of guest satisfaction. In this newsletter, we highlight selected projects and hotels.

Conservation from the very Beginning

For more than 40 years, Inkaterra has been dedicated to preserving Peru's nature and culture while providing unforgettable experiences for travelers from around the world. From the beginning, the owner family's deep connection to their homeland has been crucial to their sustainable commitment and dedication to local communities.

The hotel group was founded in 1975 by José Koechlin von Stein. His vision is to protect Peru's beauty and diversity while inspiring travelers' passion for the region. The first project, the [Inkaterra Machu Picchu Pueblo Hotel](#), set a new standard in combining luxury and sustainability. From the beginning, the goal was to combine tourism with conservation to create a positive environmental and social impact.



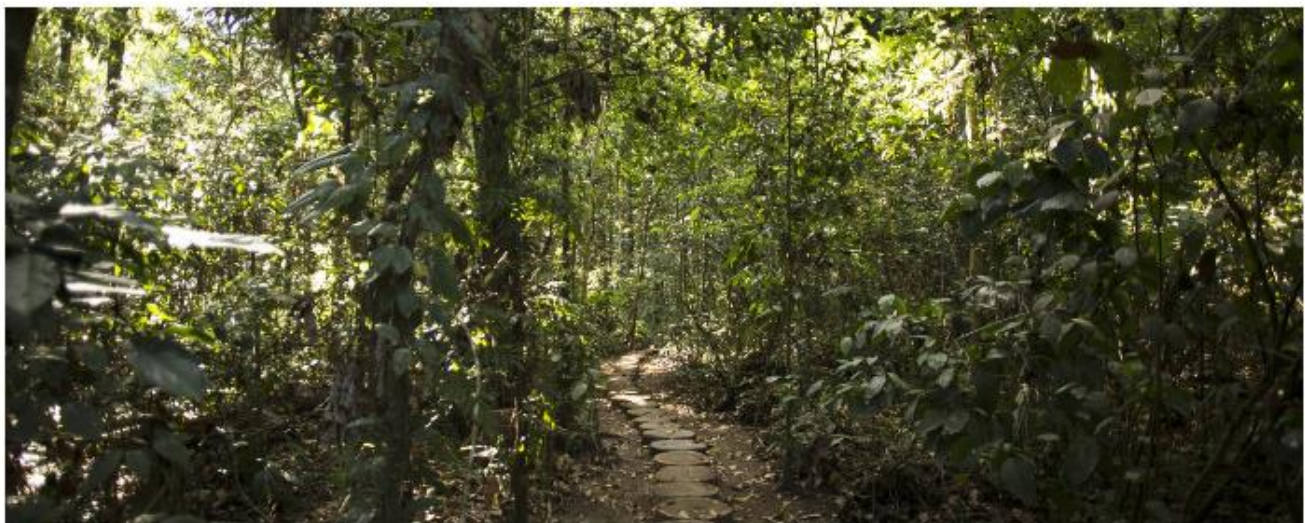
Today, Inkaterra is one of the leading providers of luxury eco-tourism. The company has created six outstanding hotels in unique environments. Each of these properties reflects the local culture and environment and contributes actively to the preservation of natural and cultural resources. Through Inkaterra Asociación, the hotel group has also significantly advanced research in the areas of biodiversity and climate change through its initiatives and collaborations with academic institutions. In 2011, Inkaterra inaugurated the Reserva Amazónica, a flagship.

A Commitment to the Planet: Rainforest Conservation and Climate Neutrality

Sustainable Forest Projects: Conservation and Reforestation

Inkaterra has protected over 24,700 hectares of pristine rainforest. Protected areas like these are essential to preserving biodiversity and combating climate change. Furthermore, they offer travelers the opportunity to experience Peru's untouched nature. The protected areas, especially around the [Reserva Amazónica](#), also serve as research platforms for international scientists. For this purpose, Inkaterra founded the [Amazon Field Station](#).

In the Machu Picchu National Reserve, the focus is on reforestation. Since 2007, approximately one million trees have been planted in an effort to slowly restore the destroyed ecosystem and create a carbon sink. In addition to reforestation, Inkaterra supports sustainable agricultural projects. These create alternative sources of income for local people and protect the reforested area from further deforestation - without harming the local population.



Climate Neutrality of Machu Picchu

Machu Picchu was first certified as [carbon neutral](#) in 2021 and successfully recertified in 2024. It has been a long and arduous journey in which Inkaterra has played a major role.

In 2006, the historic Inca site was declared "in danger of extinction" by UNESCO. Reasons for this included an almost unregulated tourist invasion (keyword: mass tourism), the resulting environmental pollution, and additional erosion, which was also favored by climate change.

Through partnerships with the local community, various environmental organizations, and international experts, Inkaterra initially implemented numerous projects, including waste management projects that improved the quality of the river's water. Other measures to reduce the ecological footprint and regulate tourist flows followed.

Realization through Innovation

The core of the aforementioned waste management system, aside from prevention, is a more efficient, local management solution with a circular approach. Plastic bottles are pressed on site and transported away in larger quantities. Glass bottles are ground into sand at a local plant, which is then used to build houses; fertilizer is made from organic waste; and biodiesel is produced from used cooking oil. Thousands of trees have been planted to prevent soil erosion and mudslides and to protect the cultural site.



Research and Education at Inkaterra

Sustainability also means the pursuit of new knowledge and innovation. New insights into the planet and its ecosystems provide opportunities for effective climate and environmental protection. The Inkaterra Asociación promotes scientific projects that deepen our understanding of local ecosystems and that focus on their protection. The results of this research are driving the development of sustainable practices - not only in the hotel industry but in the travel industry as a whole.

One important project is the long-term monitoring of bird populations in the Amazon region around Inkaterra [Reserva Amazónica](#). It provides important insights into species conservation and biodiversity.

In addition to research projects, Inkaterra also focuses on environmental education. It educates local communities and international visitors about the importance of conservation and sustainability and encourages them to get involved. In addition, training courses for Inkaterra's hotel staff ensure that all employees are informed about sustainable practices and implement them in their daily work.



Inkaterra has a unique, personal history and a strong commitment to sustainability and environmental

research. Their initiatives prove that tourism can protect nature while offering unforgettable experiences. For years, the hotel group has been setting new standards in eco- and luxury tourism, as well as promoting awareness and education in the field of environmental protection and sustainability.

For more information on each Inkaterra property and its green initiatives, please visit the linked microsites. For further inquiries or additional images, please contact us directly at press@greenpearls.com

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