

INKATERRA - SUSTAINABLE TOURISM AND CONSERVATION SINCE 1975

In 1975, a Peruvian company called Inkaterra opened a lodge for scientists who came to study Peru's rainforest, long before eco-tourism was trendy. Inkaterra's proud legacy of conservation, social responsibility and geo tourism has created an international model, recognized by the World Bank and the United Nations. Whether setting the standard for social interaction with opportunities for local involvement, or setting the pace for carbon neutral travel, Inkaterra is a sustainable tourism pioneer in providing the sophisticated international traveler with a luxurious, gracious and authentic exposure coupled with social responsibility initiatives for over 30 years now.

Inkaterra through its NGO Inkaterra Foundation (*Inka Terra Asociacion -ITA*) carried out ecological initiatives at the Inkaterra Reserva Amazonica, on the Tambopata National Reserve in Peru's Southern Rainforest and at the Inkaterra Machu Picchu Hotel, in the Machu Picchu National Reserve in the Southern Andes. ITA was founded to conserve the environment, ecosystems, cultural and archaeological natural resources, maintain an ecological equilibrium, Peru's cultural identity and apply sustainable development. Part of Inkaterra profits are invested in ITA's activities in conservation, education, and social development of native communities in Peru.



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Inkaterra & ITA's Programs

Inkaterra, through ITA has had ongoing programs such as **Research**, which involve sponsoring international scientists and local experts who conduct ecosystem studies, habitats, biodiversity, flora and fauna inventory, conservation status of species, potential species for use in bio trade and direct use and sociological studies of the natives, customs, culture and archaeology. Inkaterra Research programs in Machu Picchu cloud forest include orchids in its natural habitat with 372 species and the discovery of 8 new species. Inkaterra Research in Tambopata includes ecological evaluation of the various habitats and inventory

of Flora & Fauna in Madre de Dios. **Publications** about this research include the newly published coffee table book, Orchids at Inkaterra Machu Picchu Pueblo Hotel, “The Lives of Amphibians & Reptiles in the Amazon Forest” by William Duellman, “Flórula de la Reserva Ecológica Inkaterra” published by ITA and Missouri Botanical Garden and various Birds & Butterflies Field Guides. Inkaterra also produced Bird Call CDs for educational purposes, with materials gathered from Inkaterra Reserva Amazonica and Inkaterra Machu Picchu.

CONSERVATION

The Inkaterra Canopy & Anaconda Walk at the Reserva Amazonica conducts constant monitoring of wildlife assessments, endangered eco systems, flora and fauna species and classification of areas. Natural resource management in Tambopata such as the animal welfare project, is carried out by the **Rolin Island Fauna Rescue Center** and the **Butterfly House** in Puerto Maldonado. Likewise, the Spectacled Bear Project in Machu Picchu which includes a program of reception, quarantine, feeding, re-adaptation, liberation, sanitary control and ecological monitoring ensures the support in protection of the endangered Andean bear species. Natural corridors and carbon fixing along the Madre de Dios River of the Southern Amazon rainforest and the Andean cloud forest in Machu Picchu are carried out in a total of 30,000 acres of reforestation project.



ENVIRONMENT

Environmental protection programs by Inkaterra through ITA include evaluation of the surrounding atmosphere, landscapes, flora, fauna, water, air, sounds and solid waste. Infrastructures were constructed in keeping with the local nature so as not to alter the scenery: *Ese-Eja* native styled cabañas at Inkaterra Reserva Amazonica and Andean-pueblo motif for the Inkaterra Machu Picchu *casitas*. Quality assurance along with ecological safety measures are ensured with the proper use of water resources, water waste management, air quality maintenance through proper utilization of gas stoves, non usage of aerosols and ground keeping in general.

COMMUNITY DEVELOPMENT

Cooperative projects with the local community includes the **Gamitana Farm**, a comprehensive model farmhouse that manages nurseries, agro forestry, apiaries (bee farms), pilot program for animal farm breeding, dried bananas processing (eco-business model), among others. It also operates **Hacienda Concepcion**, a community house restored for volunteers and education programs for local and international researchers, the purpose of which is to provide field experience and in turn disseminate the work and importance of preserving tropical forests around the world. The National Volunteer program is aimed particularly at young local students, who do not have resources to go to camps and practice. For the native communities, training, orientation and productivity programs are conducted regularly with self-generating resource ventures such as Fish Culture, Bee Keeping and animal livelihood breeding.

ECO BEST PRACTICES

Inkaterra has ensured ecological and economical best practices in all of its sustainable tourism operations through cost-saving measures in selection, quality and transport of supplies, water and energy administration and conservation, solid waste sorting, recycling, and disposal, identification, evaluation, control and evaluation of noise inside and outside of Inkaterra properties and premises, proper orientation and training of all staff, appropriate work conditions and prevention of environmental accidents. All Inkaterra hotels eco-excursions are led by highly trained, knowledgeable and conscientious expert guides-interpreters.

CARBON NEUTRAL

In April 2007, Inkaterra became Peru's first carbon-neutral travel organization. Inkaterra protects more than 17,000 hectares of original forest, helping to reduce directly 3,315,000 tons of carbon. This measurement was initiated in 1979 by England University of Leeds and Institute for Earth and Biosphere, professor-specialists **Dr. Oliver Philips** and **Dr. Timothy R. Baker** at the Inkaterra Reserva Amazonica, the first site in Peru where carbon fixes were measured. Furthermore, INKATERRA indirectly fixes more than 12,600 ton/CO²/ha/year through its support of a variety of external conservation programs and all Inkaterra hotels use clean technology and eco-friendly practices (green operations).

With these programs, Inkaterra has become a truly Carbon-Neutral organization, and every guest at Inkaterra hotels has a 100% Carbon Neutral stay. In addition, Inkaterra actively educates their clients and guests to do so as well with the opportunity to offset their carbon emissions of their flights through Sustainable Travel International (STI) [carbon calculator](#) (online at the Inkaterra website). Inkaterra is setting a precedent as one of the leading and most influential tourism companies in Peru taking the lead in sustainability and the fight against global warming.

Company Background: *INKATERRA* is a Peruvian organization with more than 30 years of experience in sustainable tourism initiatives, and the first to be Carbon Neutral in the country. It focuses on preserving and rescuing Peru's geography, nature, customs and cultures and sharing them with the world. The NGO *INKATERRA Association* was formed so that part of the company's profits could be efficiently invested in research, conservation, educational and social development programs.

Hotels: On the Madre de Dios River (Tambopata), in the Amazon rainforest of Southern Peru: *INKATERRA Reserva Amazonica*, lodge (35 *cabañas*) and private ecological reserve of 10,000 has. with a stunning Canopy Walkway, has been sharing the wonders of the Peruvian jungle with visitors since 1975; award winning *INKATERRA Machu Picchu*, (84 rooms and 1 Villa), Virtuoso property and member of Small Luxury Hotels of the World, sits in a 5-hectare luxury mountainside refuge within the Machu Picchu cloud forest; a new boutique property opened in May 2008, *Inkaterra La Casona Cusco*, an exquisite 16th century colonial mansion, in the heart of historic Inca Capital, (11 suites).

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