

› INKATERRA ‹

AUTHENTIC NATURE TRAVEL IN PERU  
SINCE 1975

ITA  
› INKATERRA ‹  
ASOCIACIÓN

Eco logical Research  
for Conservation  
by local populations  
funded by  
tourism

SIDE EVENT ON TOURISM AND BIODIVERSITY



# PERU

## Biodiversity

One of the 17 megadiverse countries (UNESCO 1998)

Holdridge Scale: 84 of 104 Life Zones

## Geography

2200 km Tropical Pacific coastline,  
one of the most bountiful oceans

Andes mountain range

62% of Peru is Amazon rainforest

## History and Culture

Caral: Cradle of Civilization

Inca Empire

Qhapaq Ñan or Great Inca Trail, World Heritage Site (UNESCO)

Capital of Spain's colonial era

Gastronomy

# INKATERRA

Pioneered Ecotourism since 1975

World leader in Sustainable Development

Holistic approach:

Research → Conservation + Education + Economic Growth

Added value in rural areas

Quality of life for every living being

Luxury standards:

Native materials + Sense of place

Authenticity and Uniqueness

# INKATERRA HOTELS

## **Inkaterra Reserva Amazonica (Amazon Rainforest)**

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

## **Inkaterra Hacienda Concepción (Amazon Rainforest)**

The Best New Hotels in the World, Condé Nast Traveler's Hot List 2012

## **Inkaterra Machu Picchu Pueblo Hotel (Andean Amazon Cloud Forest)**

Travel+Leisure World Best Hotels (2014)

## **Inkaterra La Casona (Cusco City High Andes)**

First Relais & Châteaux property in Peru

## **CURRENT PROJECTS**

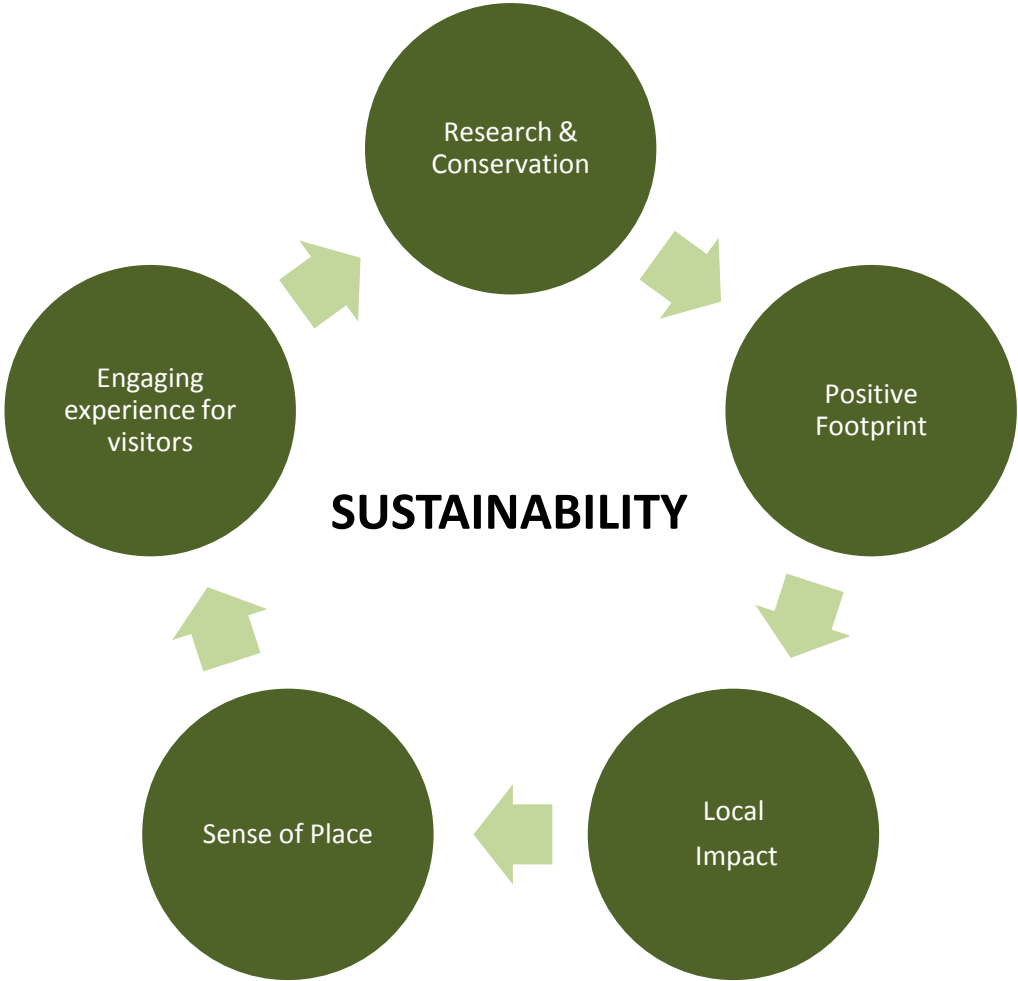
### **Inkaterra Hacienda Urubamba (Midway from Cusco to Machu Picchu)**

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

### **Cabo Blanco (Pacific Ocean and Desert)**

Inkaterra Cabo Blanco – opening 2016  
World records: Marlin (1,560 pounds) and Big Eye Tuna (434 pounds)  
Proposed first marine reserve area in Peru

# INKATERRA'S RESPONSABLE TRAVEL APPROACH SINCE 1975



# INKATERRA ASOCIACIÓN

NGO working on conservation and sustainability  
Scientific research since 1978

Self-financed through ecotourism

Benchmark to compare Inkaterra's future impact in areas of influence

200+ researchers sponsored by Inkaterra

First Global Environment Facility (UN) loan to the private sector,  
via World Bank Group (IFC)

# SCIENTIFIC RESEARCH INKATERRA MACHU PICCHU PUEBLO HOTEL

## Flora

375 Orchid species  
(American Orchid Society: world's largest collection)

92 Fern species

17 Species new to Science:  
15 Orchids  
2 Bromeliads

## Fauna

207 Bird species  
(Birdlife International)

108 Butterfly species

1 Butterfly Species  
New to Science



Sparkling Violetear



Spectacled Bear



Orchids

# SUPER BOWL OF BIRDING\*

## World Birding Rally

First World Birding competition

Purposes: Validating + Upgrading bird inventories

Peru: destination for bird watching (1816 bird species, 120 endemics)

Awareness on conservation

Economic growth of rural areas

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 sponsored by CORBIDI

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



# ANDEAN BEAR CONSERVATION PROGRAM (2001)

Only bear species native to Southern Hemisphere

Umbrella species

Vulnerable conservation status (IUCN)

5 specimens at 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)

National Strategy for the Conservation of the Andean Bear (ITA, WCS and SERNANP)

Basis and case study for the conservation of other threatened species

# NATIVE ORCHIDS (1982)

375 Native orchid species in 80 genera

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

15 orchid species new to science

Collaborators: Mexican Orchid Association (AMO), Lankester Botanical Garden (Costa Rica), American Orchid Society, Orchid Society of Great Britain.

*Brachionidium carmeniae* Luer

*Brachionidium inkaterresense* Luer & C. Soto

*Comparettia vallyana* Collantes & G. Gerlach

*Epidendrum pachacutepianum* Hágsater & Collantes

*Epidendrum quispei* Hágsater & Collantes

*Kefersteinia koechlinorum* Christenson

*Masdevallia marizae* Luer & Rolando

*Oncidium koechliniana* Collantes & G. Gerlach

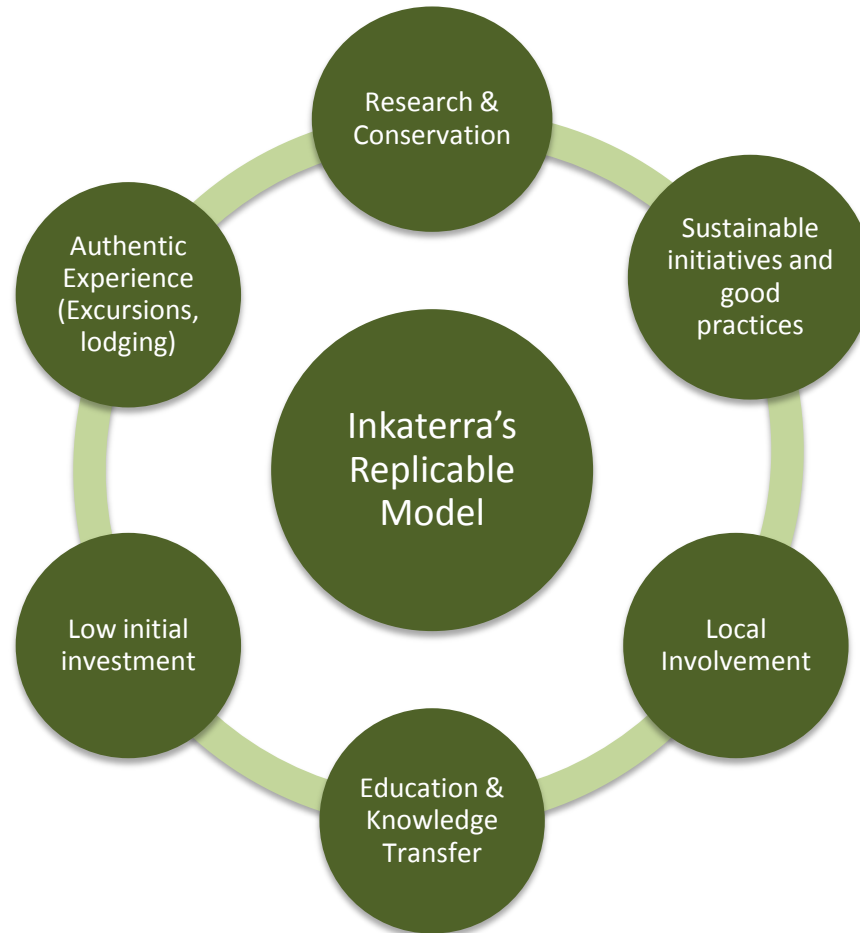
*Stanhopea marizaiana* Jenny

*Maxillaria deniseae* Collantes & Christenson

*Epidendrum Rousseffiana* Hágsater & Collantes

# OUTREACH

Inkaterra's Responsible Tourism approach leads the basis for a tourism replicable model at national level based on the following conditions:



# UNCTAD BIOTRADE PRINCIPLES FULFILLED BY INKATERRA\*

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

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)

# CAPACITY BUILDING

4,000+ locals trained since 1975

ITA Field Stations

Career opportunities for local communities

Workshops + Conferences

ITA scholarship

Lodging for researchers

Volunteer programs

Explorer Guides Training School