

›INKATERRA‹
AUTHENTIC NATURE TRAVEL IN PERU
SINCE 1975

ITA
›INKATERRA‹
ASOCIACIÓN

Eco

logical Research for
Profitable Conservation
by local populations
funded by

tourism

INTERNATIONAL WORKSHOP ON MAINSTREAMING BIODIVERSITY:
MEXICO CITY, MEXICO 17 – 19 NOVEMBER 2015

PERU

Biodiversity

One of the 17 megadiverse countries (UNESCO 1998)

Holdridge Scale: 84 of 104 Life Zones

Geography

2,200 km Tropical Pacific coastline, one of the most bountiful oceans

Andes mountain range

62% of Peru is Amazon rainforest

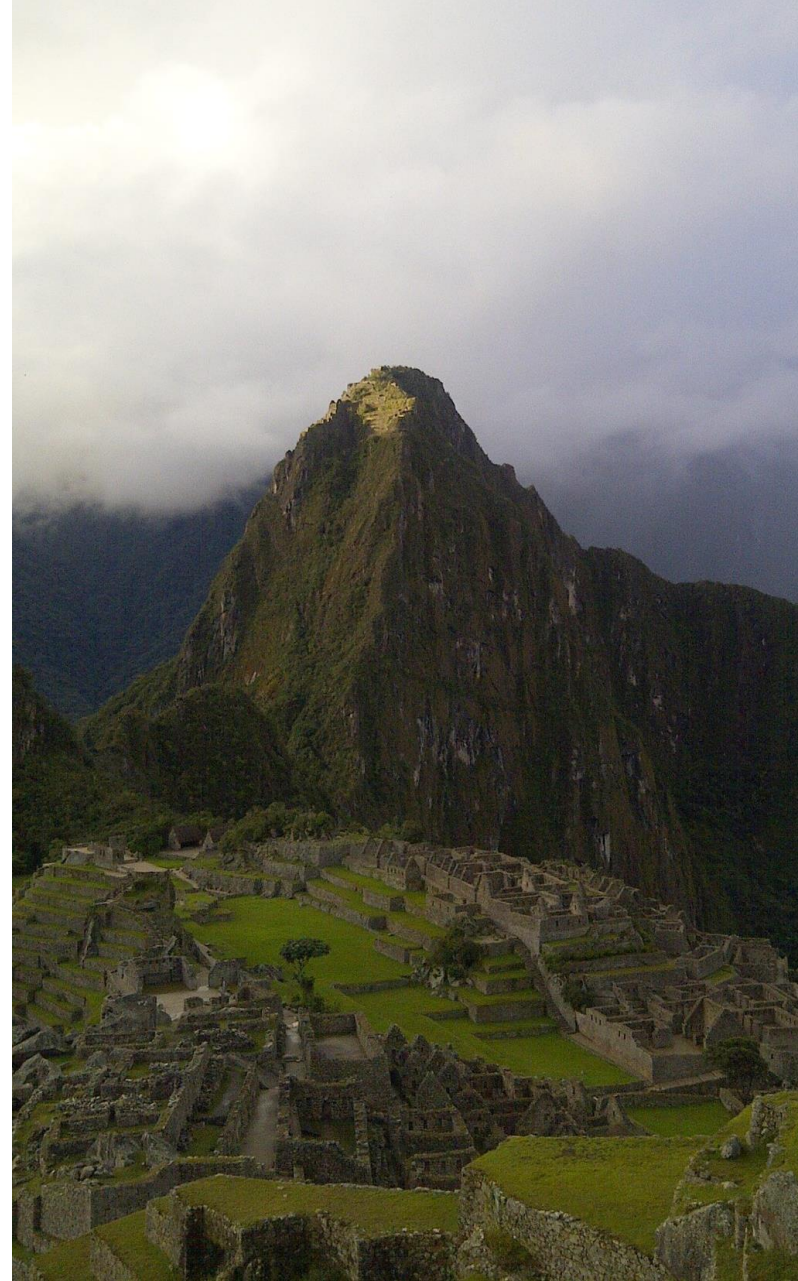
History and Culture

Caral: Cradle of Civilization (3000-2500 BC)

Inca Empire

Great Inca Road (Qhapaq Ñan) World Heritage Site UNESCO = 30,000 km

Gastronomy = National Identity



INKATERRA - PERU

Inkaterra has pioneered Ecotourism since 1975.

Currently renowned as a world leader in sustainable development.

Holistic approach to generate added value in rural areas.

Scientific research → Conservation → Education →
Economic growth of local communities

Areas of influence:

- Amazon Rainforest of Madre de Dios

- Cloud forest of Machu Picchu

- Sacred Valley of the Incas

- City of Cusco

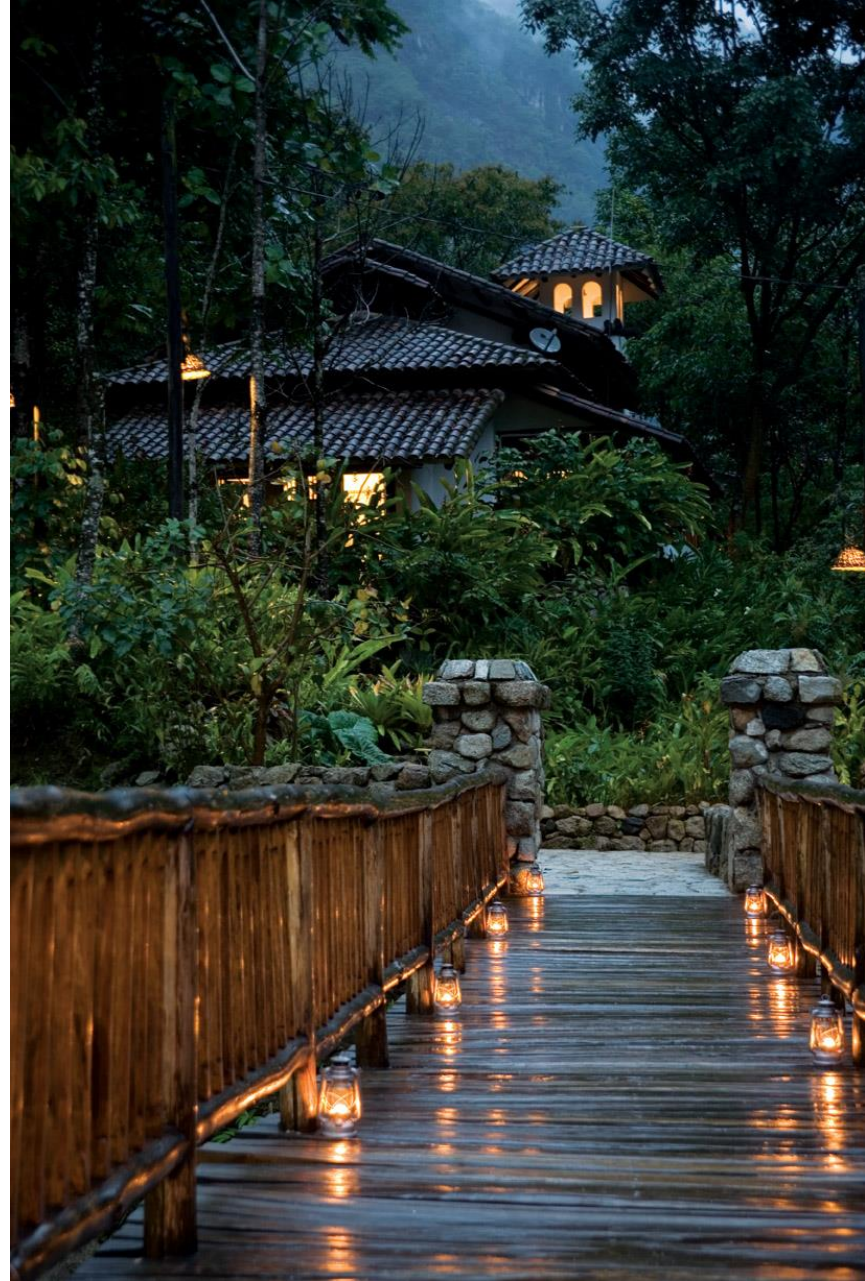
- Cabo Blanco Ocean and desert

Improves quality of life for every living being.

Luxury standards: eco-friendly design, traditional architecture
and native materials.

Caters to more than 220,000 travellers in 2015.

Member of National Geographic Unique Lodges of the World.



INKATERRA ASOCIACIÓN (ITA)

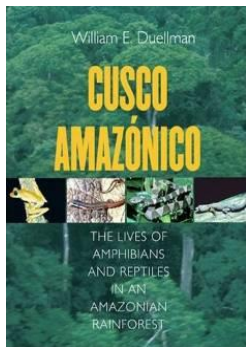
NGO working on research for conservation and sustainability.

Biodiversity inventories since 1978.

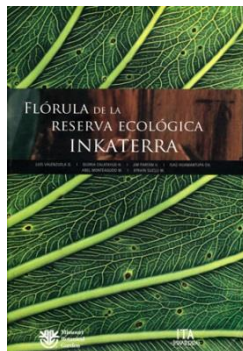
Benchmark to compare Inkaterra's future impact
in areas of influence.

Sustainable development funded by ecotourism.

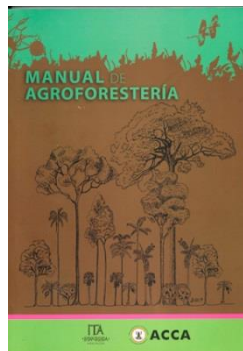
200 + researchers sponsored by Inkaterra.



Cusco Amazónico: The Lives of
Amphibians and Reptiles in an
Amazonian Rainforest
(Cornell University Press, 2005)



Flórula de la
Reserva Ecológica Inkaterra
(Missouri Botanical Garden and
Inkaterra Asociación, 2007)



Manual de Agroforestería
(Inkaterra Asociación
and ACCA 2014)



ECOLOGICAL RESEARCH

BIODIVERSITY INVENTORIES SINCE 1978

Flora

- 372 Native Orchid Species at Inkaterra Machu Picchu Pueblo Hotel (American Orchid Society: the world's largest collection of native orchids found in their natural environment).
- 1266 Vascular plant species at Inkaterra Reserva Amazonica area (Missouri Botanical Garden).
- 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).
- 20 Species new to Science: 17 Orchids, 2 Bromeliads and 1 Tropical vine.

Fauna

- 814 Bird Species registered at Inkaterra areas of influence.
- 100 Mammal species at Inkaterra Reserva Amazonica area (Neal Woodman and Robert Timm, Kansas University).
- 149 Reptile and Amphibian species at Inkaterra Reserva Amazonica area (William Duellman and Linda Trueb, Cornell University).
- 1161 Invertebrate species registered to this date at Inkaterra Reserva Amazonica.
- 365 Ant species at Inkaterra Reserva Amazonica, World Record (Harvard Professor E. O. Wilson)
- 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

PROFITABLE CONSERVATION

WORLD BIRDING RALLY (SUPER BOWL OF BIRDS*)

First World Birding competitions

Purposes:

Validating bird inventories since 1979

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

Awareness on conservation

Sustainable development of rural areas

Promote safe corridor migration to USA

Non Stop 8 – 10 days birding competitions

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

Competitors (4 competitors per team):

USA (Cornell University + LSU) / UK / South Africa / Brazil / Spain / Colombia

Bird Banding Stations

One of the five bird banding programs in Peru sponsored by CORBIDI



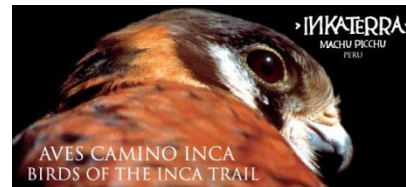
Andean motmot



Chestnut-breasted Coron

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

Educational Tools: Bird calls and Plates



INKATERRA CANOPY WALKWAY

(TAMBOPATA - MADRE DE DIOS)

344m system – 2 towers, 8 platforms, 7 bridges
30m above the ground

Purpose:

To study wildlife in the rainforest canopy

Finance:

United Nations' Global Environment Facility (GEF) via
International Finance Corporation (IFC – World Bank Group)
with the support of National Geographic Society



Pteroglossus beauharnaisii



ANDEAN BEAR CONSERVATION PROGRAM (2001)

Only bear species native to Southern Hemisphere

Umbrella species at Machu Picchu

Vulnerable conservation status (IUCN)

4 specimens at Inkaterra Machu Picchu Pueblo Hotel (one female already back in the wild)

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

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

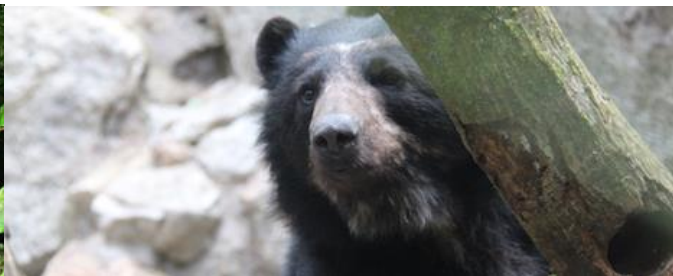
Documentaries:

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

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

17 orchid species new to science at Inkaterra.

Natural pollination attracts birds and butterflies.

Gene bank to restore the cloud forest in case of natural disaster.

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



Epidenrum incahuamanii



Anguloa virginialis



Maxillaria funicaulis Schweinfurth

CABO BLANCO MARINE RESERVE

Along with its new hotel project, Inkatererra 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 caught in sport fishing: 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, and other celebrities.

Purpose:

Assess the current situation of Cabo Blanco marine ecosystem.

Restore marine richness in the Peruvian Tropical Sea.

Create better 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 marine reserve 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

CAPACITY BUILDING

Inkaterra Guides Field Station – Tambopata, Peru

Lodge for students, researchers and volunteers

Volunteer programs

ITA scholarships

Engagement with Local Communities

4,000+ locals trained since 1975

Career opportunities on hospitality, field guidance and ecotourism

Workshops + Conferences to raise environmental awareness

Supply Chain Management

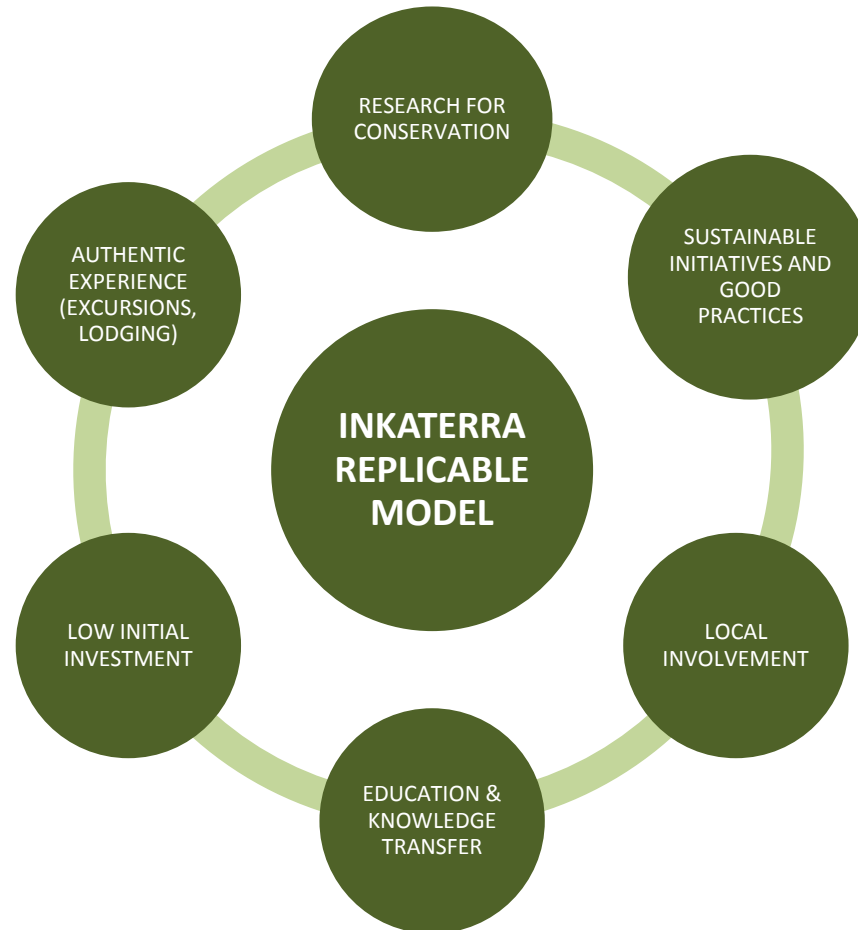
Organic Carbon Free Farms (Chacra Gamitana & Inkaterra Hacienda Urubamba)

Crops harvested with ancient techniques



AICHI BIODIVERSITY TARGETS FULFILLED BY INKATERRA

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



AWARDS & RECOGNITIONS



RELAIS & CHÂTEAUX - Environment Trophy 2013



ETC - Educational Travel Conference - 2013 Responsible Tourism Showcase



WTTC - Tourism for Tomorrow Awards 2012 - Conservation Category



Lata 2012 - Sustainability



Control Union Certifications - Green Choice: Sustainable Tourism Standard 2011



Travel + Leisure Global - Vision Awards 2011 - Environmental Stewardship



José Koechlin - Best Developer 2010 & 2013



José Koechlin - Contribution to Experiential Travel 2015



Condé Nast Traveler - Gold List 2013



Best High Emotion / Low Impact - Pure Awards 2013 (Canopy Walkway)



Condé Nast Johansens - 2012 - 2013 Awards for Excellence - Most Excellent Eco Resort



Condé Nast Traveler - Gold List 2012 "Best New Properties in the World"



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