

› INKATERRA ‹
AUTHENTIC NATURE TRAVEL IN PERU
SINCE 1975

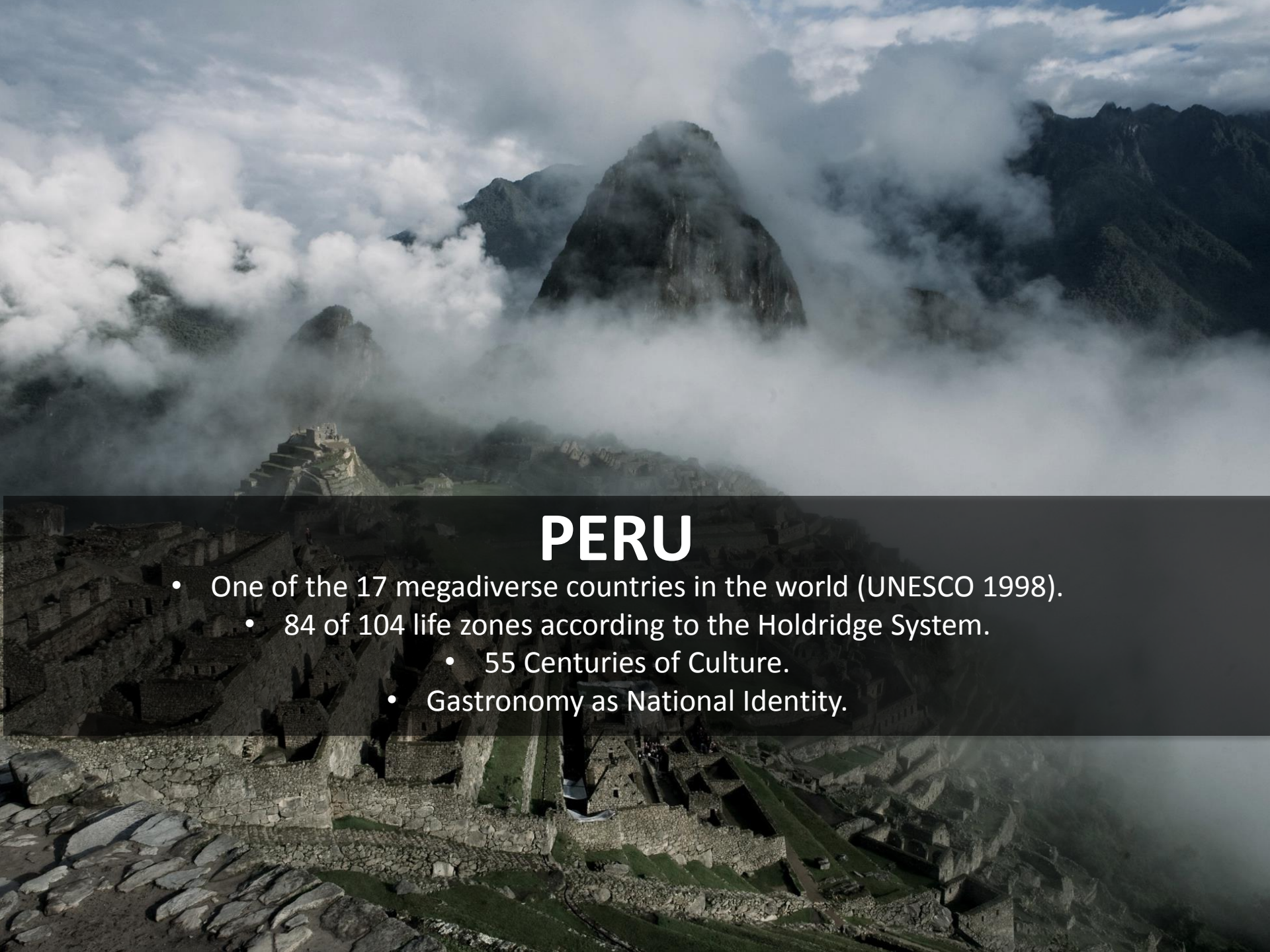
ITA
› INKATERRA ‹
ASOCIACIÓN

Eco

logical Research for
Profitable Conservation
by local populations
funded by

tourism

2016 BUSINESS AND BIODIVERSITY FORUM
SECTION H: TOURISM – DECEMBER 3, 2016



PERU

- One of the 17 megadiverse countries in the world (UNESCO 1998).
 - 84 of 104 life zones according to the Holdridge System.
 - 55 Centuries of Culture.
 - Gastronomy as National Identity.



BIODIVERSITY NEW ECONOMIC VARIABLE

- Natural resources are capital goods.
- Value of natural capital is essential to measure sustainability.
- Conservation is not an expense, but a long-term investment.
- Measuring natural capital is required for management and investment on natural goods.



LOSS OF BIODIVERSITY

Search of short-term profit leads to loss of biodiversity and local cultures.

AMAZON RAINFOREST

Forest degradation caused by logging, livestock, illegal mining, etc.

Some consequences:

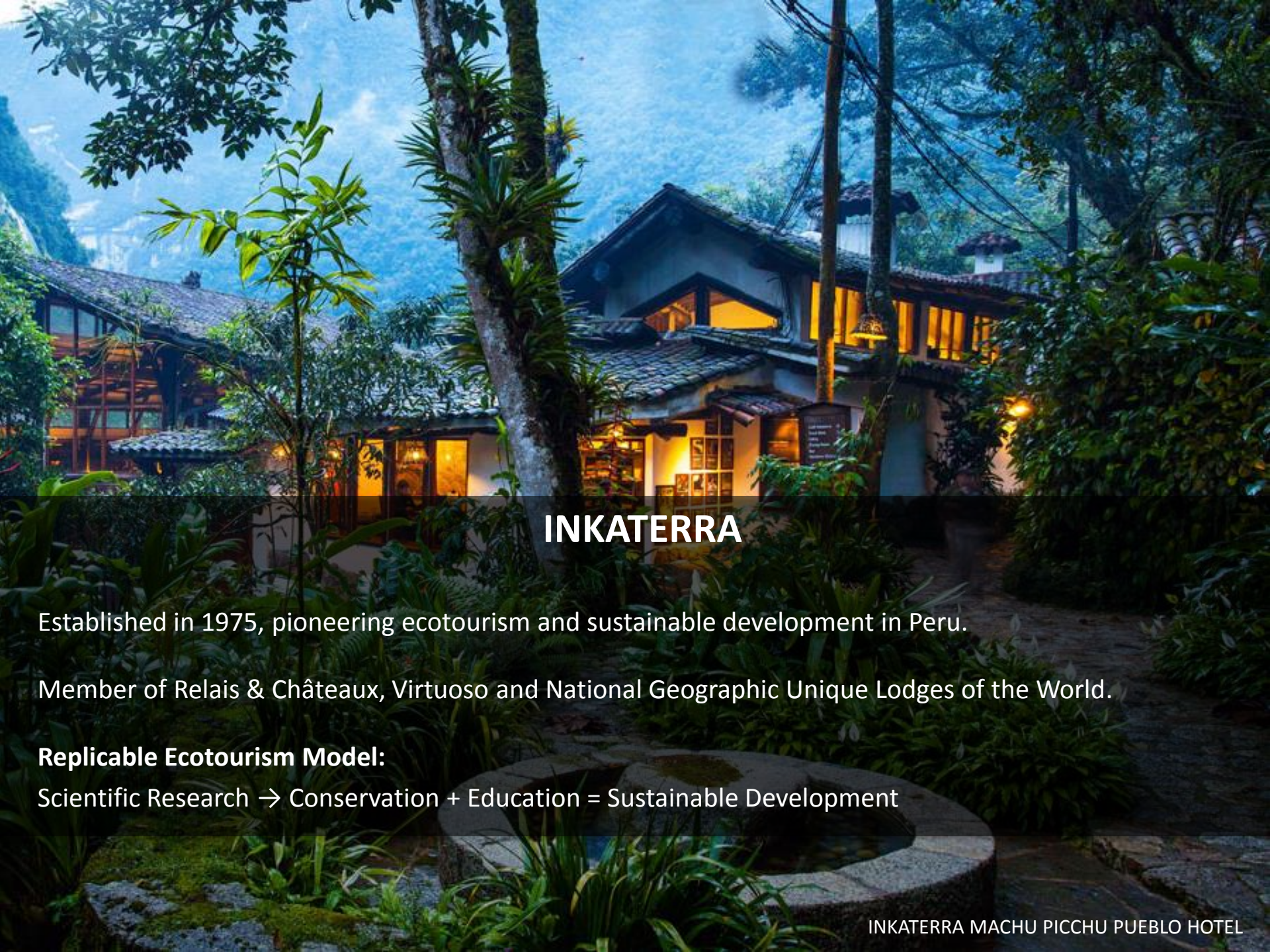
- Loss of ecosystems.
- Less carbon sequestration.
- Loss of medicinal plants.
- Migration of native cultures.
- Water pollution.



2017

INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT
DECLARED BY UNITED NATIONS

INKATERRA RESERVA AMAZONICA

A photograph of the Inkaterra Machu Picchu Pueblo Hotel at night. The hotel is a multi-story building with a traditional Peruvian architectural style, featuring a tiled roof and warm interior lighting visible through the windows. It is nestled in a lush, tropical jungle with large trees and dense foliage. In the foreground, there is a circular stone structure, possibly a well or a small pond, surrounded by more vegetation. The overall atmosphere is serene and eco-friendly.

INKATERRA

Established in 1975, pioneering ecotourism and sustainable development in Peru.

Member of Relais & Châteaux, Virtuoso and National Geographic Unique Lodges of the World.

Replicable Ecotourism Model:

Scientific Research → Conservation + Education = Sustainable Development

INKATERRA AREAS OF INFLUENCE



- Amazon rainforest of Madre de Dios
- Machu Picchu cloud forest
- Sacred Valley of the Incas
- Cusco City
- Cabo Blanco Tropical Ocean, Desert and Dry Forest

Aguirre, The Wrath of God (1972)

INKATERRA'S ORIGINS

Werner Herzog's films
Aguirre, The Wrath of God and
Fitzcarraldo contributed to promote
travel experiences in Peru.



Fitzcarraldo (1982)



FLORA AND FAUNA
INVENTORIES SINCE 1978

PURPOSE: TO SET A
BENCHMARK TO COMPARE
INKATERRA'S FUTURE IMPACT

28 NEW SPECIES
TO SCIENCE



*Cusco Amazónico: The Lives of Amphibians and Reptiles in an
Amazonian Rainforest (Cornell University Press, 1991)*

814

Bird species registered
within Inkaterra areas

93% of Costa Rica's
total bird diversity

Bird monitoring live streaming
in association with
Cornell Lab of Ornithology



372

Native orchid species at Inkaterra
Machu Picchu Pueblo Hotel

19 New Species to Science
Germplasm bank
Natural pollination

American Orchid Society: World's
largest native orchid collection in
its habitat (2001)



CONSERVATION PROJECTS

A black bear with light-colored facial markings is resting on a mossy rock. The bear is looking towards the camera. The background is a rocky, mossy environment.

ANDEAN CONSERVATION CENTER (2001)

- Sole bear species native to South America.
- Umbrella species essential to its ecosystem.
- Purpose: Rescue and rehabilitate captive specimens.
- Reproduction and reinsertion-into-wildlife programs.
- Association with the Smithsonian Institution.

INKATERRA CANOPY WALKWAY (2002)
BUILT AT 100FT TO STUDY WILDLIFE
IN THE CANOPY

FINANCED BY GEF AND IFC

INKATERRA BIRDING CUP

PURPOSE

- Safe bird migratory routes.
- Ecological reserves for endemic species.
- Up to 864 species sighted during week-long competition across 4 regions and 12 life zones.
- Job creation reduces human migration as to preserve local cultures.
- Confirms Peru as a top birding destination.



A photograph of a modern lounge interior with large floor-to-ceiling windows. The room features plush purple tufted armchairs, a wooden coffee table with a book and candles, and colorful patterned armchairs. The view outside shows a vast landscape with a large, rugged mountain peak in the background under a clear blue sky. The interior has a wooden beam ceiling and stone pillars.

ORGANIC FARM AND AGROFORESTRY PROJECTS

- Novo-Andean Gastronomy.
- Sustainable supply chain.
- Organic, carbon-free produce.
- Tea, Cacao and Brazil nut production with millenary techniques.
- Churos (Amazon Giant Snails): Protein source for local families.



4000 +

PEOPLE FROM LOCAL COMMUNITIES
TRAINED ON ECOTOURISM

EDUCATIONAL WORKSHOPS FOR CHILDREN
ON ENVIRONMENTAL AWARENESS

CULTURAL OUTREACH VIA PUBLICATIONS,
MUSIC ALBUMS AND EDUCATIONAL TOOLS.

An aerial photograph of the Inkaterra Guides Field Station in the Amazon rainforest. The station is nestled within a dense, lush green forest. It features several long, rectangular buildings with reddish-brown roofs and white trim, arranged in a cluster. A central area with a grid-like pattern of green fields and brown paths is visible. The surrounding forest is thick with various types of trees and vegetation.

INKATERRA GUIDES FIELD STATION (MADRE DE DIOS)

- New training center for explorer guides.
- Lodging for scientists, students and volunteers.

CABO BLANCO: NEW ECOTOURISM PROJECT IN NORTHERN PERU

70%

OF PERU'S MARINE DIVERSITY

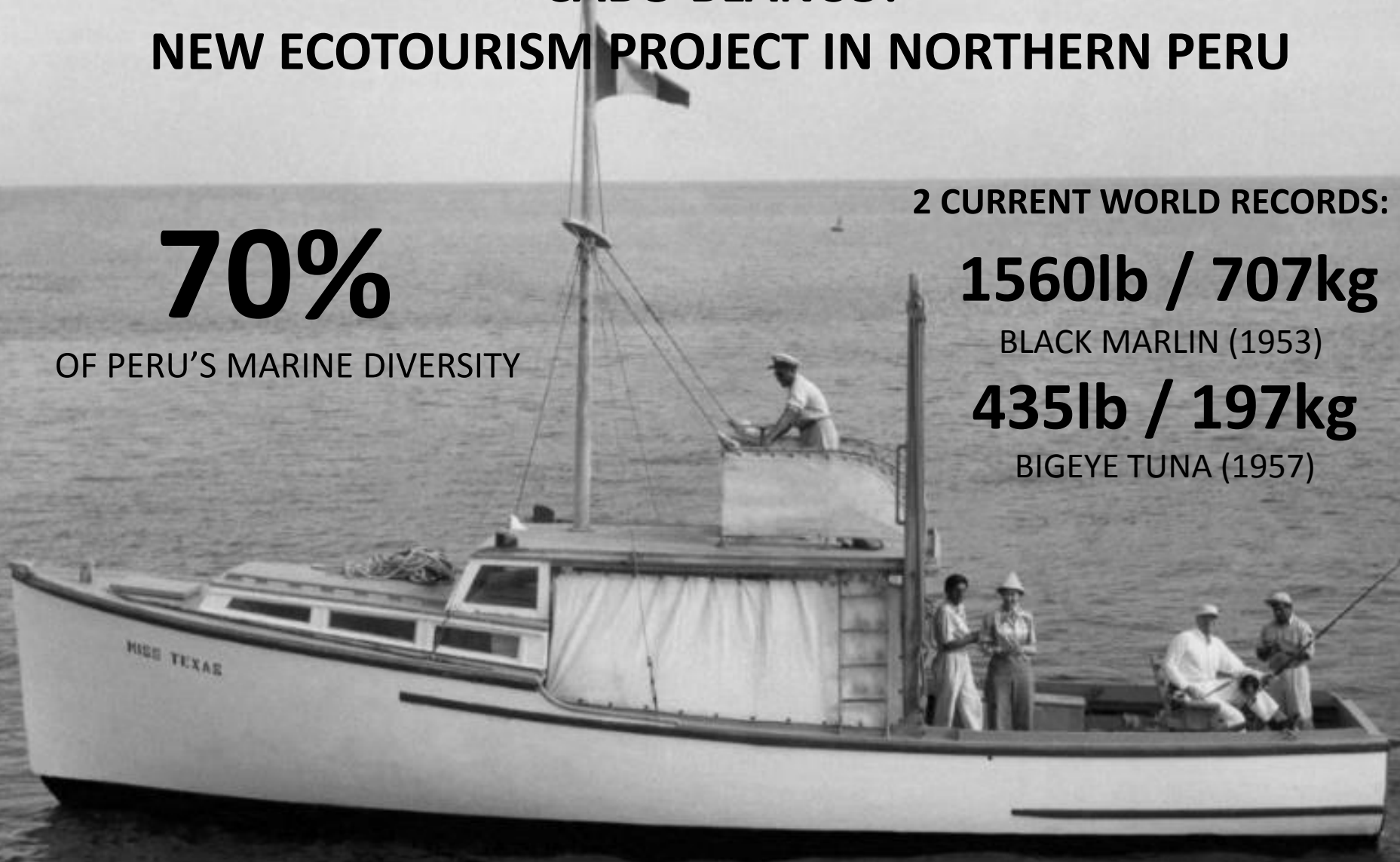
2 CURRENT WORLD RECORDS:

1560lb / 707kg

BLACK MARLIN (1953)

435lb / 197kg

BIGEYE TUNA (1957)



CABO BLANCO

- Ernest Hemingway and Alfred Glassell's *Miss Texas* fishing boat restored by Inkaterra.
- Three years of ongoing Ocean research by ESPN's Norm Isaacs, "A time-tested star like Dylan or Jagger" (GAFF Magazine, Feb. 2012).

LOCAL IMPACT

- Running water service recovered since El Niño 1983.
- Ozonated ice for higher value of fish.
- Cabo Blanco pier restored.





CABO BLANCO

- Proposal by Inkaterra to Ministry of Environment for the creation of first Marine Reserve in Peru.
- Workshops on Japanese fishing techniques for fresh, sashimi-quality tuna.
- *The Old Man and the Sea*: Recovery of ancestral artisanal fishing (handmade raft & sailboat).
- Eco-friendly activities: Marine Megafauna Observation, Surf, Kite Surf, Sport Fishing, etc.

