

## INKATERRA WINS 2012 "TOURISM FOR TOMORROW" CONSERVATION AWARD

**Lima - April 18, 2012** - Inkaterra, Peru's leading provider of luxury and sustainable hospitality, has won the 2012 award for Conservation at this year's Tourism for Tomorrow Awards. The Tourism for Tomorrow Awards are organized by the World Travel & Tourism Council (WTTC), and the 2012 winners were announced this week at the WTTC's Global Summit in Tokyo.

"This is wonderful news for the entire team at Inkaterra; we are honored to have won such a prestigious and highly regarded award. It is a testament to 37 years of hard work, dedication and determination to always be at the forefront of conservation and sustainable tourism," says José Koechlin, CEO of Inkaterra.

The Tourism for Tomorrow Awards are one of the world's highest accolades in the travel & tourism industry and are aimed at recognizing the best-of-the-best in sustainable tourism worldwide. All applicants go through a rigorous process that includes site visits, and winners are chosen by an international team of 15-20 judges, representing a wide range of professional backgrounds and expertise in the travel & tourism industry.

### ABOUT INKATERRA:

Inkaterra is a Peruvian organization that celebrates 37 years of experience in sustainable tourism initiatives. It focuses on preserving and rescuing Peru's geography, nature, customs and cultures and sharing them with the world. It currently operates Inkaterra Machu Picchu Pueblo Hotel, named by Travel+Leisure magazine as one of the "World's Best Hotels" for 2010; Inkaterra Reserva Amazonica, located on the Madre de Dios River, in Southern Peruvian Amazon rainforest, and a pioneer of conservation and sustainability in Peru; Inkaterra La Casona, a 11-suite boutique hotel in the historic city of Cusco, first and only Relais & Châteaux hotel in Peru; and two newly launched boutique hotels El MaPi in Machu Picchu pueblo and Hacienda Concepcion in the Amazon, under the affordable brand 'byInkaterra.' Inkaterra has an alliance with the NGO Inkaterra Association (ITA) through which the company's profits are invested in research, conservation, educational and social development programs.



[www.inkaterra.com](http://www.inkaterra.com)

WTTC WEBSITE >

[http://www.tourismfortomorrow.com/Winners\\_and\\_Finalists/2012\\_Winners\\_and\\_Finalists/](http://www.tourismfortomorrow.com/Winners_and_Finalists/2012_Winners_and_Finalists/)

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