



12 Reasons Why Inkaterra Is Ensuring 2012 Is Not the End

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New York - July 11, 2012: Whether one believes in the Mayas' prediction that 2012 will mark the "End of Days," or considers it nonsense, it is hard to ignore the looming threats of global warming and the negative effects it has had on our planet.

Inkaterra, Peru's leader in sustainable tourism and conservation and winner of both the 2012 Tourism for Tomorrow Award for Conservation and the 2012 Green Choice Sustainable Tourism Award, has made it a priority to protect and preserve our world's natural environment since its inauguration in 1975. In an effort to ensure that 2012... or 2022...or 3012... are not the end, Inkaterra has undertaken numerous major initiatives to keep our earth healthy. Here are the top 12:

1. Creation of the NGO Inkaterra Association: In 2001, Inkaterra established the NGO INKATERRA Association (ITA), which develops scientific, technological, social, and cultural research to help manage and protect the biodiversity of Peru's Andes and Amazon Rainforest.

2. Carbon Neutral: Since 1989, Inkaterra has belonged to a carbon stock-monitoring network with the University of Leeds (UK); and in 2007, Inkaterra became Peru's first carbon-neutral travel organization. The company protects more than 42,000 acres of original forest, which helps to directly reduce 3,315,000 tons of carbon. All Inkaterra hotels use clean technology and sustainable practices to ensure that each guest has a 100% carbon-neutral stay.

3. Eco-Friendly Products: Over the years Inkaterra has substantially increased the amount of eco-friendly and biodegradable cleaning products used at each hotel. Additionally, all in-room amenities are organic and eco-friendly, and bottles are made from recycled glass.

4. Water Conservation: It is a goal at Inkaterra to measure, control and decrease overall water consumption at all properties. Inkaterra is verified by the Rainforest Alliance, and is inspected yearly to make sure that the accreditation is merited. Inkaterra also organizes an annual cleaning campaign for the Vilcanota, Alccamayo and Madre de Dios river banks.

5. Recycling: Eco-consciousness is a company-wide practice at Inkaterra, and the headquarters in Lima follows suit by actively recycling paper. So far this year, 640 pounds of paper have been donated to Fundades, a Peruvian NGO dedicated to social responsibility.

6. Conserving Trees: For the next 30 years, Inkaterra is managing five Forestry Concessions throughout Peru for conservation, research and educational purposes. Inventories of flora and fauna will be regularly taken and various environmental education workshops and volunteer activities will be available on a regular basis.



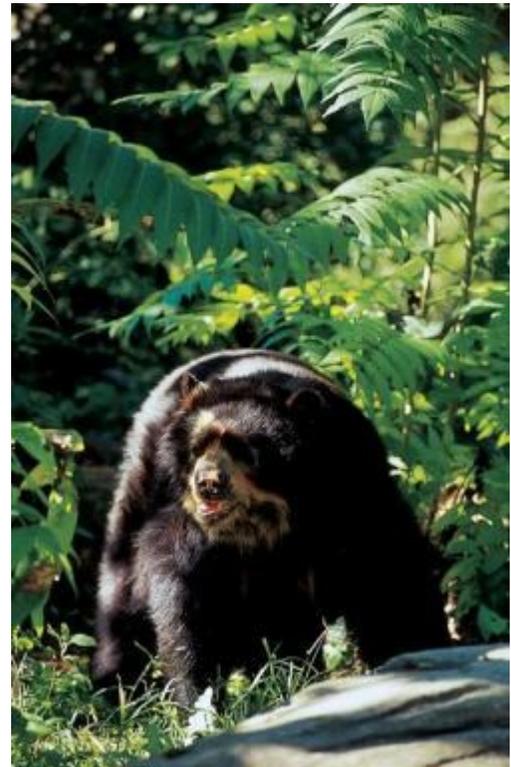
7. Wildlife: Before Inkaterra Machu Picchu Pueblo Hotel (pictured, above) was built, the area was only used for cattle; after the restoration took place, numerous native species of birds and other wildlife began to re-appear. Today there are constant wildlife sightings, including the endangered Spectacled Bear (pictured, right) and several types of hummingbirds. Inkaterra founded a Spectacled Bear Project in order to rehabilitate these bears, many of which have been harmed or affected by human impact. Currently there are three male bears being rehabilitated.



8. Energy Consumption: Each Inkaterra property has an employee responsible for managing and monitoring energy (as well as water, waste and other sustainability-related activities). Inkaterra has a strict energy consumption policy, and employees are required to attend training sessions and lectures to make sure they are constantly up-to-date with information.

9. Responsible Construction Methods: All Inkaterra properties are built using the least amount of energy and new materials possible. At Inkaterra's newest property, Hacienda Urubamba - scheduled to open in 2013 - only basic modern machinery will be used during construction. Traditional techniques and tools will be implemented whenever possible, such as using oxen and tacclas (an Andean foot plough) to plough the fields, and 14 acres of the land will be dedicated to cultivating 100% carbon-free organic products.

10. Education: Inkaterra offers many workshops and programs for local children (as well as adults) centered around the importance of sustaining the environment. Inkaterra Machu Picchu Pueblo Hotel holds an Environmental Education Workshop for local children, run by Inkaterra Association, which in 2011 alone benefited more than 60 children in local communities.



11. The Inkaterra Canopy & Anaconda Walk: This system of bridges, platforms and towers at Inkaterra Reserva Amazonica (pictured, right) offers an expansive window into the world of the tropical rainforest, enabling guests to better understand the area's vast ecosystem without causing a carbon footprint. Nature experts at Inkaterra constantly monitor and study wildlife, endangered ecosystems and flora and fauna in the area using this structure.

12. Staying Local: Many of the products used in Inkaterra hotels are purchased from local suppliers, both to enhance the economy of these communities as well as cut down on transportation. The majority of produce at Inkaterra comes from local farms that are run by both the Inkaterra Association and nearby native communities.

To learn more, visit www.inkaterra.com.

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" since 2010 and in Conde Nast Traveler's "Gold List" 2010-2012; 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-suites boutique hotel in the historic city of Cusco, first and only Relais & Châteaux hotel in Peru; and two recently 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.

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