

## PRESS RELEASE

### INKATERRA OVERSEES PERU'S FIRST BIRDING RACE



**New York, December 14, 2012:** Peru's first official bird race, The Birding Rally Challenge, wrapped up last week after six successful days of non-stop bird watching.

Organized by Peru's Ministry of Foreign Trade and Tourism (MINCETUR) along with Inkaterra Association (ITA) and [Promperu](#), The Birding Rally Challenge saw 24 world-renowned experts go head-to-head in a competition to find as many bird species as possible in the Amazon Basin. The six day rally started at Tambopata in the Amazon rainforest, traveled up the Andes, over the South Interoceanic Highway and finished in the cloud forest of Machu Picchu. There was a total of six teams from five different countries (U.S., UK, Brazil, South Africa and Spain), and 649 species of the 700 that can be found in the area were spotted. Many of the birds spotted had never been seen before by participants.

The teams stayed at [Inkaterra Machu Picchu Pueblo Hotel](#) and El MaPi in Machu Picchu and at [Inkaterra Reserva Amazonica](#) and [Hacienda Concepción](#) in the rainforest, and followed Inkaterra's specialist birding routes throughout the challenge.

The winning team - nicknamed the 'Tigrisomas' - was from Louisiana State University and identified 493 species in total.

"This event was a tremendous occasion for both Peru and Inkaterra, enabling visitors to see the country's vast wildlife in a unique and exciting way. Peru has over 1,800 species of birds - 20 percent of the world's total - of which 120 are endemic," says Jose Koechlin, CEO/Founder and Chairman of Inkaterra Hotels. "We are thrilled that the Rally was such a success, and are already looking forward to the next one."

Plans are in the works for a second Birding Rally Challenge - the Peruvian Vice Minister of Tourism recently announced the next one will take place in the northern lowlands of Peru next year.

**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. Since 2011 Inkaterra holds the Rainforest Alliance Verification in Sustainable Tourism, and the company is also winner of the Relais & Châteaux 2013 Environment Trophy, the 2012 Tourism for Tomorrow Award for Conservation, the 2012 Green Choice Sustainable Tourism Award, LATA's 2012 Award for Sustainability, and was second place honoree at the 2013 Responsible Tourism Showcase. In 2013, Inkaterra will open Inkaterra Hacienda Urubamba, an 11-room contemporary hacienda-style hotel located in Peru's Sacred Valley. The company currently operates Inkaterra Machu Picchu Pueblo Hotel, named by *Travel+Leisure* magazine as one of the "World's Best Hotels" since 2010 and in *Condé 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, an 11-suite 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.

