

>INKATERRA<  
AUTHENTIC NATURE TRAVEL IN PERU  
SINCE 1979

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

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)





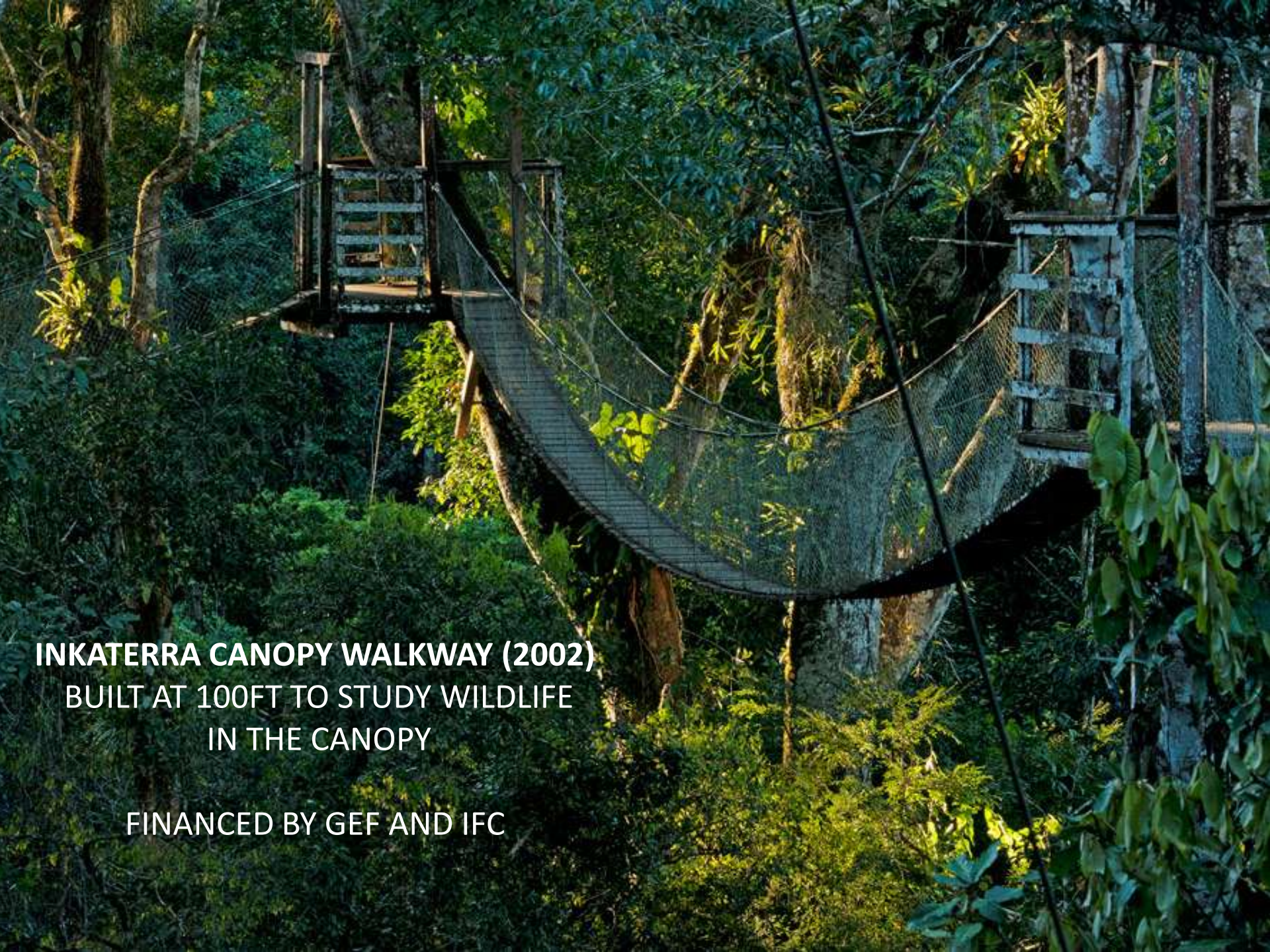
# CONSERVATION PROJECTS

A black bear with a light-colored patch on its face, sitting 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 modern living room with large windows overlooking a mountain landscape. The room features tufted purple armchairs, a wooden coffee table, and colorful patterned blankets. The view outside shows a valley with green fields and a large, rugged mountain peak under a clear blue sky.

## 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.





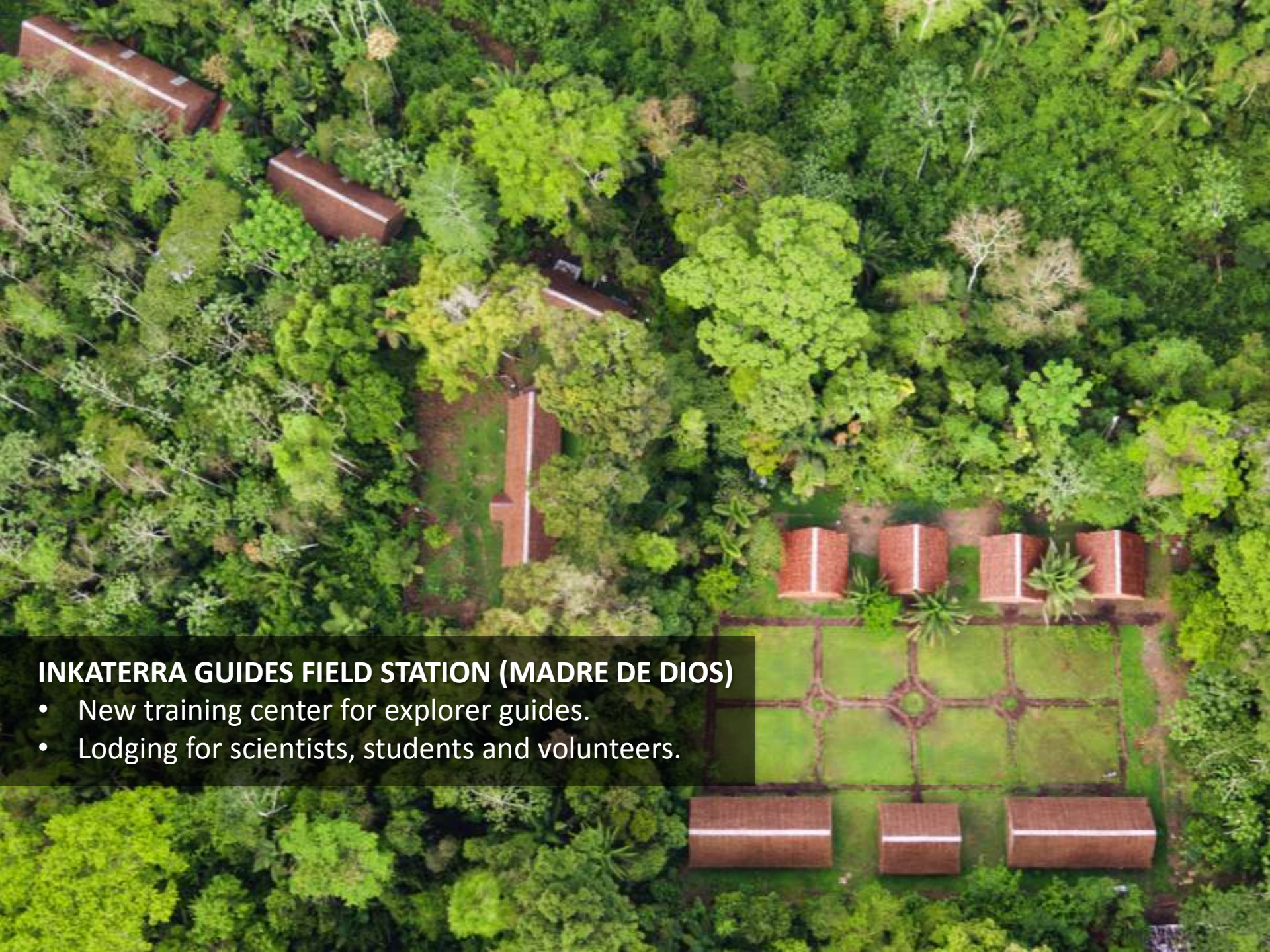
**4000 +**

PEOPLE FROM LOCAL COMMUNITIES  
TRAINED ON ECOTOURISM

EDUCATIONAL WORKSHOPS FOR CHILDREN  
ON ENVIRONMENTAL AWARENESS

CULTURAL OUTREACH VIA PUBLICATIONS,  
MUSIC ALBUMS AND EDUCATIONAL TOOLS.





## **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

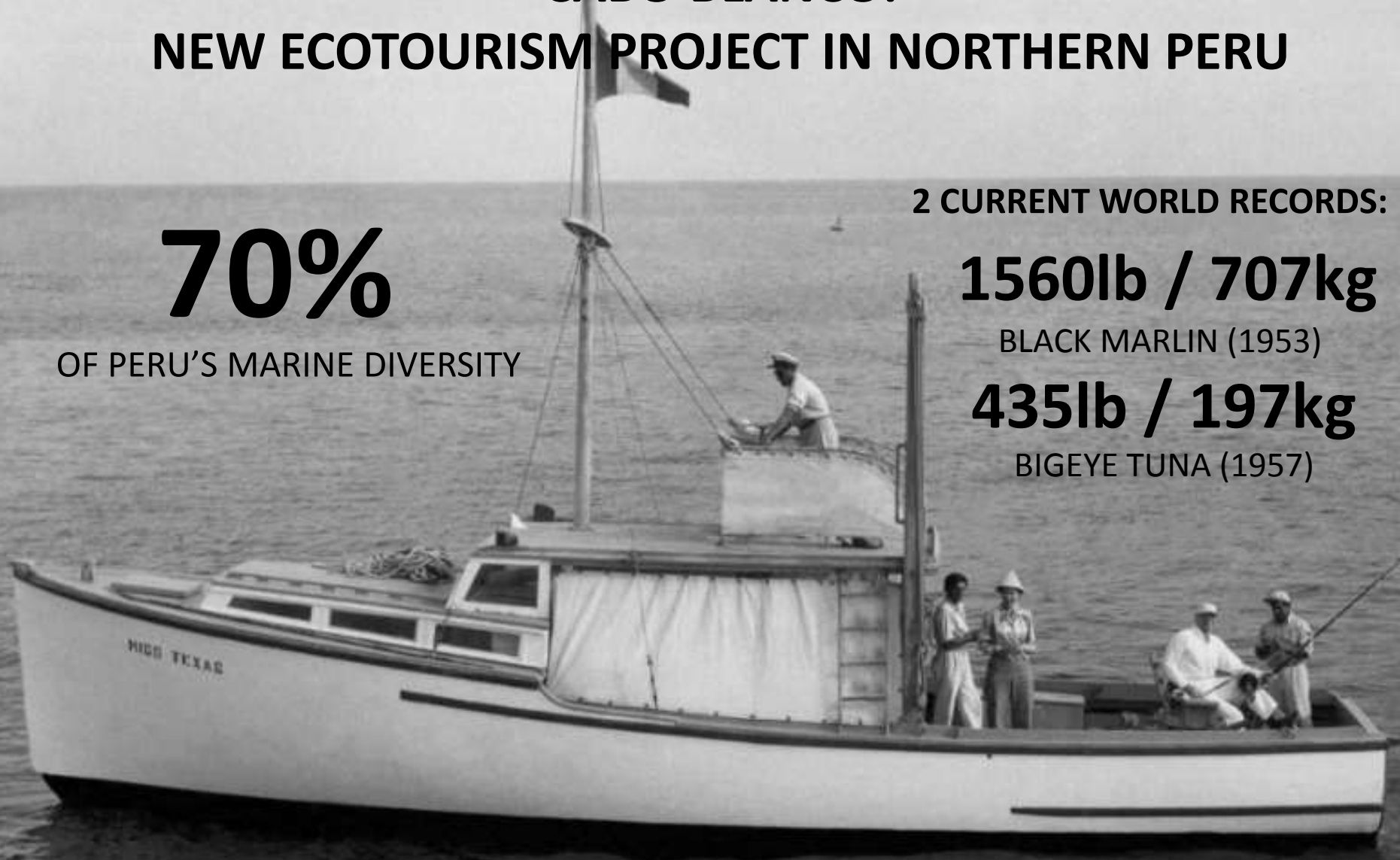
2 CURRENT WORLD RECORDS:

**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.

