



INKATERRA HACIENDA URUBAMBA ACCEPTED INTO VIRTUOSO® Hotel Now Part of Exclusive Luxury Travel Network

Lima, Perú (October 6, 2016) – Inkaterra Hacienda Urubamba has been accepted into Virtuoso®’s exclusive portfolio of luxury travel partners, comprised of more than 1,700 preferred suppliers in 100 countries. According to José Koechlin, Founder and CEO of Inkaterra, inclusion in Virtuoso will open up new sales and marketing opportunities to the network’s more than 11,400 luxury travel advisors and their highly desirable clientele. Virtuoso agencies sell more than (U.S.) \$15.5 billion annually, making the network the most significant player in luxury travel.

“Virtuoso’s acceptance process is incredibly selective, so becoming a preferred partner is a true honor,” said Mr. Koechlin. “The reputation Virtuoso member advisors have for outstanding dedication to their clients is a perfect fit with our own bespoke approach to service. Now that we’re part of this renowned network, we look forward to offering Virtuoso advisors and their clients special amenities, values and experiences that surpass their expectations.”

Inkaterra Hacienda Urubamba joins Virtuoso’s collection of the finest luxury hotels, resorts, cruise lines, airlines, tour operators and other suppliers worldwide. These partners, which specialize in world-class client service and experiences, secure Virtuoso clients superior offerings, rare opportunities and exceptional value. These prestigious providers are able to market to Virtuoso clients via network vehicles and to Virtuoso agencies through multiple communications channels and events. Those include Virtuoso Travel Week, luxury travel’s largest worldwide gathering, and Virtuoso Symposium, an elite event for the network’s top agency and supplier principals.

Inkaterra Hacienda Urubamba’s acceptance into Virtuoso gives it direct relationships with the world’s leading leisure travel agencies in North and Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. The endorsement from these top agencies and the esteemed affiliation with the finest travel providers result in an average annual sales increase of 15-40 percent in Virtuoso-generated revenue for preferred suppliers.

Recipient of Tatler’s 2015 Best Authentic Experience Award and acknowledged by Travel+Leisure and Condé Nast Traveler as one of the world’s best new hotels of 2016, Inkaterra Hacienda Urubamba is a contemporary hacienda-style hotel in-between Cusco and Machu Picchu. All rooms and stand-alone *casitas* feature panoramic views of the surrounding mountains and harvest fields in the Sacred Valley of the Incas, immersing guests into open space, serenity and relaxing solitude.

For more information about Inkaterra, call (+511) 610-0400 or visit www.inkaterra.com.

About Inkaterra

Established in 1975, Inkaterra has pioneered ecotourism and sustainable development in Peru. The organization has spent the past four decades dedicated to authentic travel experiences, aiming to preserve biodiversity and local cultures. Inkaterra’s sustainability efforts have gained them membership with diverse alliances, such as Relais & Châteaux, Virtuoso and National Geographic Unique Lodges of the World.

Inkaterra properties are established in the heart of the Machu Picchu cloud forest (Inkaterra Machu Picchu Pueblo Hotel and El MaPi by Inkaterra), deep in the Amazonian rainforest of Madre de Dios (Inkaterra Reserva Amazonica, Inkaterra Hacienda Concepcion, and Inkaterra Guides Field Station), nestled in the cobbled streets of Cusco (Inkaterra La Casona) and surrounded by the rolling hills of the Sacred Valley of the Incas (Inkaterra Hacienda Urubamba). Luxury standards are achieved in all hotels, defined for their eco-friendly design inspired by

traditional architecture and for being built with native materials, in harmony with the environment.

Annually catering to more than 200,000 travelers, Inkaterra has been recipient of the PURE Contribution to Experiential Travel Award (2015); the Relais & Châteaux Environment Trophy (2013); WTTC Tourism for Tomorrow Award in the Conservation Category (2012); Travel+Leisure Global Vision Award (2011); and National Geographic Traveler's Best Practices Award for Sustainable Travel (2002). In 2012 Inkaterra became the first world hotel enterprise to be recognized with the International Certificate in Sustainable Tourism by the CU Green Choice Sustainable Tourism Standard.

About Virtuoso

Virtuoso® is the leading international travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 380 agency members with more than 11,400 elite travel advisors in over 30 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with 1,700 of the world's best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. More than (U.S.) \$15.5 billion in annual travel sales makes Virtuoso a powerhouse in the luxury travel industry. For more information, visit virtuoso.com.

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