



CABO BLANCO TO BECOME WORLD'S FIRST CARBON-NEUTRAL BEACH DESTINATION AND JOIN THE GLOBAL SURF CITIES NETWORK

Cabo Blanco, the legendary surf and fishing village on Peru's northern Pacific coastline, is setting a global benchmark for sustainable tourism. Through the *Cabo Blanco Carbon Neutral Certification Project*, the resort will be recognized as the world's first carbon-neutral beach destination and will officially integrate into the worldwide Surf Cities Network, positioning itself as a climate-positive hub for surfing and ecotourism.

This milestone is the result of a joint initiative led by the Municipality of El Alto district, Peru's National Chamber of Tourism (CANATUR), AECID (Spanish Agency of International Cooperation for Development), the European Union, and implemented with the technical leadership of Green Initiative, responsible for the Circular Tourism Peru project. Valuable support has also been provided by Inkaterra, pioneer of ecotourism and conservation in Peru since 1975, and Olas Perú, leader in surf culture.

Through the opening of its eighth property and its first-ever on the Peru's Pacific coast, Inkaterra is developing a comprehensive ecotourism project to restore the marine-coastal landscape of northern Peru. It will integrate science, culture, and tourism, and reestablish Cabo Blanco as an ecotourism development hub for the region, as well as a model for conservation in the Tropical Pacific. This initiative is based on four key pillars: high-quality ecological infrastructure; research and conservation initiatives led by Inkaterra Asociación; ecotourism experiences with strong local identity; and sustainable development strategies to support the resilience of coastal communities.

At the heart of the Cabo Blanco Carbon Neutral Certification Project are specialized training workshops designed to equip local tourism stakeholders with tools for circular economy practices and carbon management. Participants are learning to measure emissions, reduce waste, optimize energy and water use, recycle resources, and align with Peru's Climate Roadmap. These skills ensure that Cabo Blanco not only reduces its carbon footprint but also becomes a competitive destination for the global sustainable travel market.

"These workshops are not just about knowledge transfer—they are about giving our communities the tools to become leaders in sustainable tourism, generating opportunities for business and employment while caring for the environment," says Carlos Loayza, General Manager of CANATUR.

The integration of Cabo Blanco into the Surf Cities Network connects the destination with a global

community of surf towns committed to sustainability, culture, and innovation. This recognition highlights the unique value of Cabo Blanco's surf heritage while reinforcing its commitment to climate action.

Sustainability also means growth: in nearby Lobitos, surf tourism already injects over US\$3.6 million annually into the local economy. By advancing carbon neutrality, Cabo Blanco is expected to attract higher-value visitors, stimulate entrepreneurship in recycling, renewable energy, and eco-services, and create new jobs such as sustainability managers, eco-guides, and environmental services providers.

"Sustainability is no longer just an environmental responsibility—it is an engine for prosperity. By training local actors in circularity and carbon management, we ensure that Cabo Blanco's communities benefit directly from tourism growth," said Tatiana Otaviano, Head of Relationships, Green Initiative.

By becoming Peru's first carbon-neutral beach and joining the Surf Cities Network, Cabo Blanco is proving that sustainability and surf culture can go hand in hand. From circular economy workshops to carbon management, the destination is building a climate-positive tourism model that creates jobs, strengthens communities, and protects the planet.

[MORE INFO](#)



INKATERRA GREEN LAB CONTRIBUTES TO GROUNDBREAKING DNA RESEARCH FOR AMAZON WILDLIFE CONSERVATION

Recent studies led by an international consortium of researchers unveiled groundbreaking findings in biodiversity conservation through in situ DNA barcoding in the Peruvian Amazon. Measuring the Earth's biological richness in one of its most remote and biodiverse regions is no small task. Because of wild fires and habitat destruction, the Peruvian Amazon is in imminent danger of losing species before they are ever identified.

Three recent studies—two already published and the third released in Nature's journal *Scientific Data*—highlight the severe lack of genetic data for the region's species. According to the findings, 44% of birds and 45% of mammals native to Peru are absent from major global genetic databases. For Peruvian-generated samples, the figures drop even further—from 44% to just 4.3% for birds. These significant data gaps severely limit conservationists' ability to monitor species diversity and implement effective protection strategies.

To address this challenge, the research team created three portable laboratories using nanopore sequencing technologies to document and sequence Amazonian wildlife in situ, without exporting a

single sample. Between 2018 and 2023, researchers generated novel genetic barcodes for 1,858 specimens, including the first-ever barcodes for 30 mammal and 196 bird species. This increased the representation of Peruvian species in BOLD by up to 110% for mammals and 36.5% for birds.

“Documenting biodiversity is the first step in understanding how ecological communities form and function, which is essential for developing effective conservation strategies that are crucial for sustaining ecological balance and supporting the livelihoods that depend on these environments,” said lead author Pamela Sánchez Vendizú.

Inkaterra Green Lab is among the partner institutions. Established at the Amazon Field Station by Inkaterra, it is the first molecular biology and genetics field research laboratory set up in the Amazon rainforest. Promoted by Inkaterra Asociación (ITA) and Field Projects International (FPI), the laboratory explores and applies genetic research methodologies to conserve Amazonian and broader Peruvian biodiversity through local capacity building. Designed to withstand adverse conditions while remaining portable and efficient, Inkaterra Green Lab provides researchers with faster, resource-saving DNA analyses—from extraction to sequencing—and serves as a unique training hub for students and professionals in molecular biology and genetics. By expanding access to genetic information, Inkaterra Green Lab enables the identification of organisms, their ecological functions and evolutionary relationships, generating knowledge essential for more effective conservation actions.

“This initiative demonstrates the transformative power of in situ science,” said Inkaterra founder José Koechlin. “By equipping Peruvian scientists and students with cutting-edge tools, we are strengthening local capacity to protect biodiversity where it matters most—the heart of the Amazon rainforest.”

In addition to Inkaterra Green Lab, partnering institutions included the San Diego Zoo, the Amazon Conservation Association, Conservación Amazónica-ACCA, Field Projects International, the Universidad Nacional Mayor de San Marcos, and the University of Oulu.

This innovative approach offers not only a roadmap for saving Amazonian ecosystems before it is too late but also a global model for biodiversity-rich countries with limited resources. By empowering local scientists to generate and manage genetic data on-site, this initiative sets a precedent for conservation worldwide.

For more insights into this project, watch Field Projects International’s video: <https://vimeo.com/1028994943?share=copy>

MORE INFO



RARE SIGHTINGS OF ANDEAN CAT AND ANDEAN DEER
AT INKATERRA HACIENDA URUBAMBA HIGHLIGHT THE

SACRED VALLEY'S BIODIVERSITY

Two extraordinary wildlife sightings occurred in September at Inkaterra Hacienda Urubamba, the eco-luxury property located in the heart of Peru's Sacred Valley of the Incas. Guests and explorer guides recently documented the presence of the taruca or Andean deer (*Hippocamelus antisensis*) and the Andean mountain cat (*Leopardus jacobita*), two species that are rarely observed in the wild and are both considered vulnerable by the IUCN Red List.

The taruca, also known as the Andean deer, is a native cervid that inhabits high Andean grasslands and holds cultural and ecological significance for local communities. Its appearance near Inkaterra Hacienda Urubamba is a strong indicator of the healthy ecosystems surrounding the property, where conservation practices and habitat restoration are actively promoted.

Even more remarkable was the sighting of the Andean cat, one of the most elusive and endangered felines in the world, often called "the ghost of the Andes." With fewer than 1,500 individuals estimated across its entire range, the presence of the Andean cat in the Sacred Valley underscores the importance of protecting this unique landscape, which serves as a corridor between the high Andes and surrounding valleys in the Cusco region.

The recent encounters with the taruca and Andean cat not only highlight the rich biodiversity of the Sacred Valley but also underscore Inkaterra's mission to position Peru as a global leader in ecotourism and conservation. The presence of such emblematic species at Inkaterra Hacienda Urubamba confirms that conservation and ecotourism can coexist, creating safe havens where wildlife can thrive while guests experience authentic encounters with nature.

[VIEW ALL SIGHTINGS](#)



INKATERRA'S 50TH ANNIVERSARY LANDMARKS: INKATERRA HACIENDA URUBAMBA

Inkaterra celebrates a double milestone this year – its 50th anniversary as pioneer of ecotourism in Peru, and the 10th anniversary of Inkaterra Hacienda Urubamba, the brand's iconic property in the Sacred Valley of the Incas.

Opened in 2015, Inkaterra Hacienda Urubamba was designed under the creative vision of architect Denise Koechlin, whose architectural sensibility combined environmental awareness with cultural authenticity. The property was built on the slopes of the mountains rather than on the fertile valley floor, preserving agricultural land while offering guests panoramic views of surrounding peaks and harvest fields. This thoughtful design not only protects the landscape but also imbues the property

with a profound sense of peace and harmony with nature.

Inspired by the elegance of a traditional Andean hacienda, the hotel blends classic architecture with contemporary touches and pre-Columbian art, creating a refined atmosphere that reflects local identity. Every detail, from textures and materials to the integration of Peruvian crafts, was conceived to immerse travelers in the spirit of the Sacred Valley. All casitas and suites were strategically designed to maximize views, offering sweeping vistas of the valley.

Recognized for its exceptional guest experience and commitment to sustainable luxury, Inkaterra Hacienda Urubamba is a proud member of the Virtuoso network, the leading global consortium of luxury travel agencies. This distinction underscores the property's position among the world's most remarkable hotels, delivering transformative journeys rooted in culture, authenticity, and conservation. To enhance wellbeing, Mayu Spa at Inkaterra Hacienda Urubamba enables guests to reconnect with nature through treatments inspired by Andean traditions, using local botanicals and natural elements.

Ten years after its inauguration, Inkaterra Hacienda Urubamba continues to embody the company's mission of conserving nature and celebrating culture through ecotourism, offering guests a timeless refuge in the heart of the Sacred Valley.

[MORE INFO](#)

September most-liked Instagram Video

A lodge with history:
Inkaterra Hacienda Concepción stands
as a living story in the Amazon.
Discover the legacy of this iconic lodge
in our 50th Anniversary Milestones
blog series [#linkinbio](#)

[Follow Us](#)



Contact us:
Andalucía 174, 15074 - Perú
T. +51 1 610 0400
sales@inkaterra.com



[@Inkaterrahotels](#)
inkaterra.com