

## José Koechlin wins Contribution to Experiential Travel at the 2015 PURE Awards

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**W**e're delighted to announce that our founder and CEO, José Koechlin, has won the Contribution to Experiential Travel at the 2015 PURE Life Experience awards.



Designed to reward those who have re-imagined the role of high end, experiential travel, the award showcases the founders of organisations who have positively impacted conservation efforts and increased experiential offerings.



The past 40 years have seen José enhance scientific research, conservation and sustainability efforts, sponsoring flora and fauna inventories and defining areas of influence: from the heart of the Amazon rainforest, to Machu Picchu cloud forest, the Sacred Valley of the Incas, Cusco and the Cabo Blanco coastline.





From eco projects, to eco-friendly activities, the award recognises our native orchid collection, the largest in the world, Andean Bear Rescue Project and incredible Inkaterra canopy walkway, swinging in the heart of the vibrant Amazonian treetops.



Having trained 4,000 locals and annually catering for 100,000 travellers, José's efforts in ecotourism continue to encourage the next generation of conservationists.





20.11.2015

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[Cusco: The Birthplace of the Incan Empire](#)

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