



José Koechlin to Receive HOLA Lifetime Achievement Award

We've received the joyous news that Founder and CEO of **Inkaterra**, José Koechlin, will be the recipient of the **Hotel Opportunities Latin America's** (HOLA) 'Lifetime Achievement Award 2016.'



A prestigious arena for the hospitality industry, HOLA is a conference that provides an annual

meeting place for hotel executives, investors, lenders and developers in Latin America. This is the first time that HOLA has granted the inaugural 'Lifetime Achievement Award', and it's an honour that José's been chosen to be the first recipient, paving the way for future honourees. Mr Koechlin is elated at hearing the news, "It is an honour to receive such a prestigious award and to see Inkaterra's work in conservation across Peru being recognised by HOLA, one of the most reputable forums in the Latin American hospitality industry."

Acknowledged by HOLA for his leadership in environmentally sound growth practices for the hospitality industry, José's career continues to be described as "pioneering". He has co-produced an array of critically acclaimed films and written educational literature, to name but a few. With his main passion lying within the conservation sector, he has dedicated over 40 years of his life to eco tourism and conservation in Peru.

The accolade follows a succession of awards that recognise Mr Koechlin's contribution to conservation and he will be presented with the award at next year's HOLA event, hosted by **Burba Hotel Network** in Miami on 11th-13th May 2016.

When announcing the news, President of BHN, Jim Burba, publicly shared his delight, "He [José] serves as an inspiration for his enormous contributions to the growth of tourism in Peru, as well as his leadership in environmentally sound growth practices for our industry in Latin America and globally."

We're extremely proud of José's achievements as well as his acknowledgment by HOLA, an organisation that he was once a founding co-chair.

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