

QUOTE

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Inkaterra CEO José Koechlin to receive HOLA Lifetime Achievement Award

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Inkaterra has announced that their CEO José Koechlin will be the first ever to receive the inaugural Lifetime Achievement Award at the upcoming Hotel Opportunities Latin America (HOLA) conference, taking place in Miami in May 2016.

Hosted by Burba Hotel Network (BHN), this prestigious award is presented to an individual who has made significant contributions to the hospitality industry over his / or her lifetime through their actions, deeds, and great accomplishments.

As Chairman & CEO of Inkaterra and the Inkaterra Asociación (ITA), Mr Koechlin is a pioneer of eco-friendly tourism in Peru, while generating rural economic growth via research for conservation. He is also a Chairman of the Sociedad Hoteles del Peru, Board Member of the Asociación Peruana de Gastronomía (APEGA), E-Meritus Board Member of Conservation International (Washington DC) and sits on numerous Peruvian University Tourism Councils.

Other key areas of accomplishment include sponsorship of major inventories of flora and fauna in the Amazon basin, resulting in the discovery by E. O. Wilson of more ant species at Cusco Amazónico / Inkaterra Reserva Amazónica than anywhere else in the world. Mr Koechlin also created the world's largest Orchidarium of native species in their natural habitat, at Inkaterra Machu Picchu Pueblo Hotel.

Commenting on the award, Mr Koechlin said: "It is an honour to receive such as 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 industry."

"We are so pleased to be able to present the inaugural HOLA Lifetime Achievement Award to Jose Koechlin," said Jim Burba, President of BHN. "He has not only been a successful owner and operator of hotels over the past several decades, but also 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. He has been an important contributor to the success of HOLA, having served as one of the founding co-chairs," Burba added.

