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Inkaterra Hacienda Urubamba accepted in to Virtuoso Luxury Hotel Now Part of Exclusive Travel Network

Hotels

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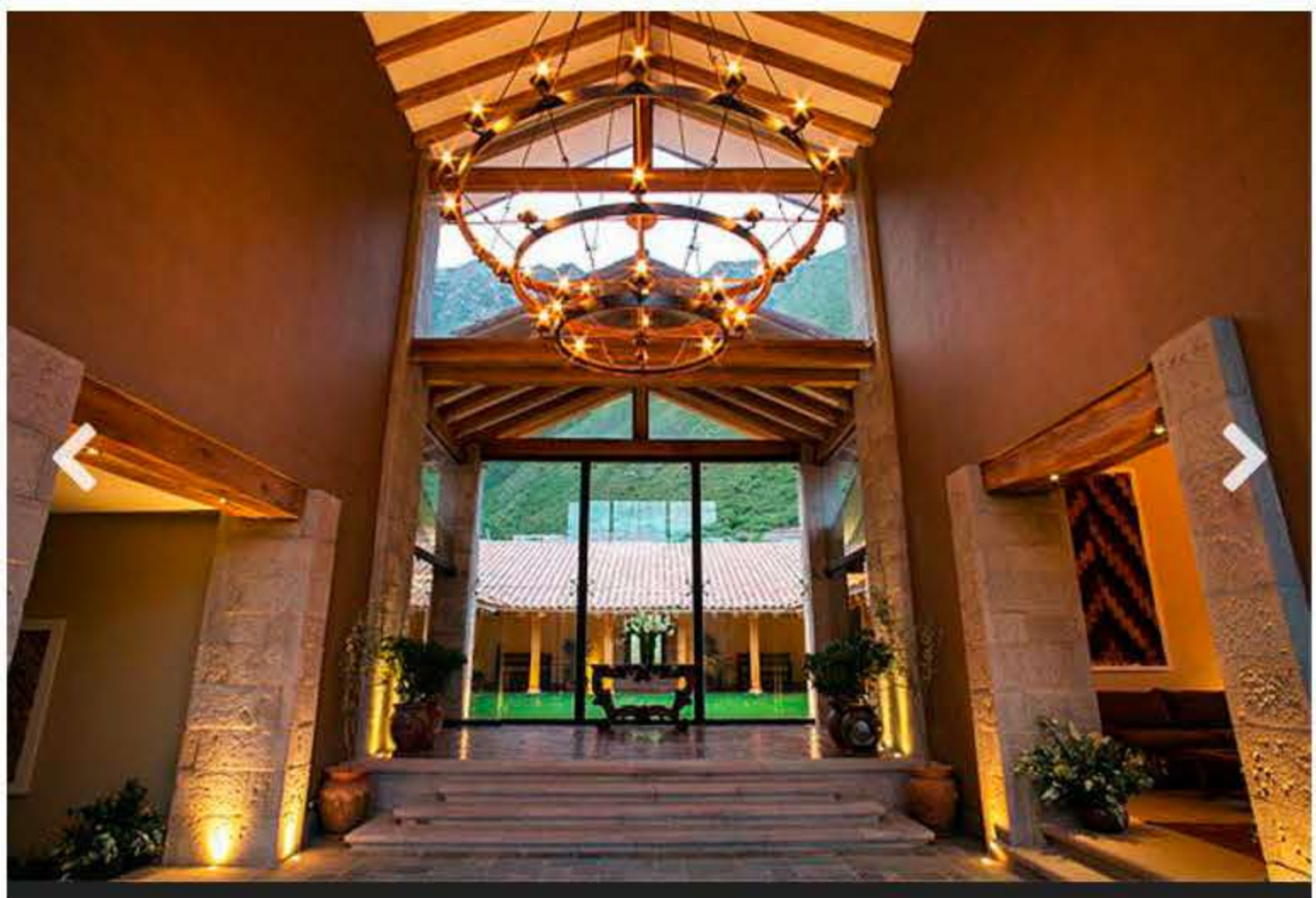


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Designed in the style of a traditional farmhouse "hacienda", the hotel houses 12 luxury rooms and 24 stand-alone casitas, each offering panoramic views of the surrounding mountains.



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Inkaterra announce the addition of **Inkaterra Hacienda Urubamba** in **Virtuoso's** exclusive collection of luxury hotels, resorts, cruise lines and tour operators this month. Based in Peru's Sacred Valley of the Incas, the luxury hacienda-style hotel will join Virtuoso's list of 1,700 preferred suppliers in 100 countries around the world.

"Virtuoso's acceptance process is incredibly selective, so becoming a preferred partner is a true honour," said **Jose Koechlin**, Founder and CEO of Inkaterra. "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."

Celebrated for their dedication to pioneering eco and sustainable tourism within Peru, Inkaterra opened Inkaterra Hacienda Urubamba in 2015. The hotel, located between Cusco and Machu Picchu, has since been endorsed with a number of international awards, including Tatler's Best Authentic Experience Award in 2015 and was recognised as one of the world's Best New Hotels by Condé Nast Traveler this year.

Designed in the style of a traditional farmhouse "hacienda", the hotel houses 12 luxury rooms and 24 stand-alone casitas, each offering panoramic views of the surrounding mountains. The on-site eco farm is designed to uphold Inkaterra's dedication to lowering guest's carbon footprint and is maintained using age-old farming techniques such as oxen and tacllas. The "Earth to Table" concept allows guests to harvest ingredients before being served fresh, traditional and organic dishes created by Inkaterra's Head of Food & Beverage, Rafael Casin.

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.

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.