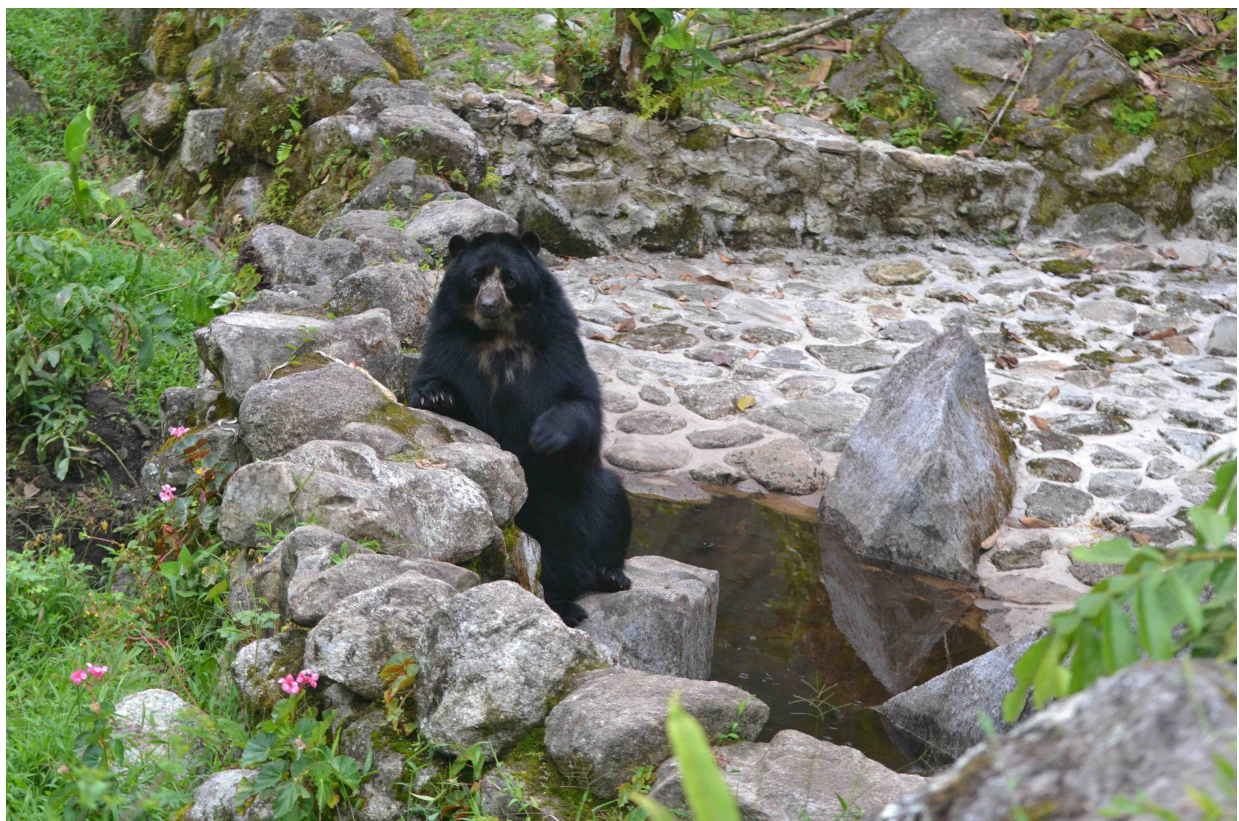


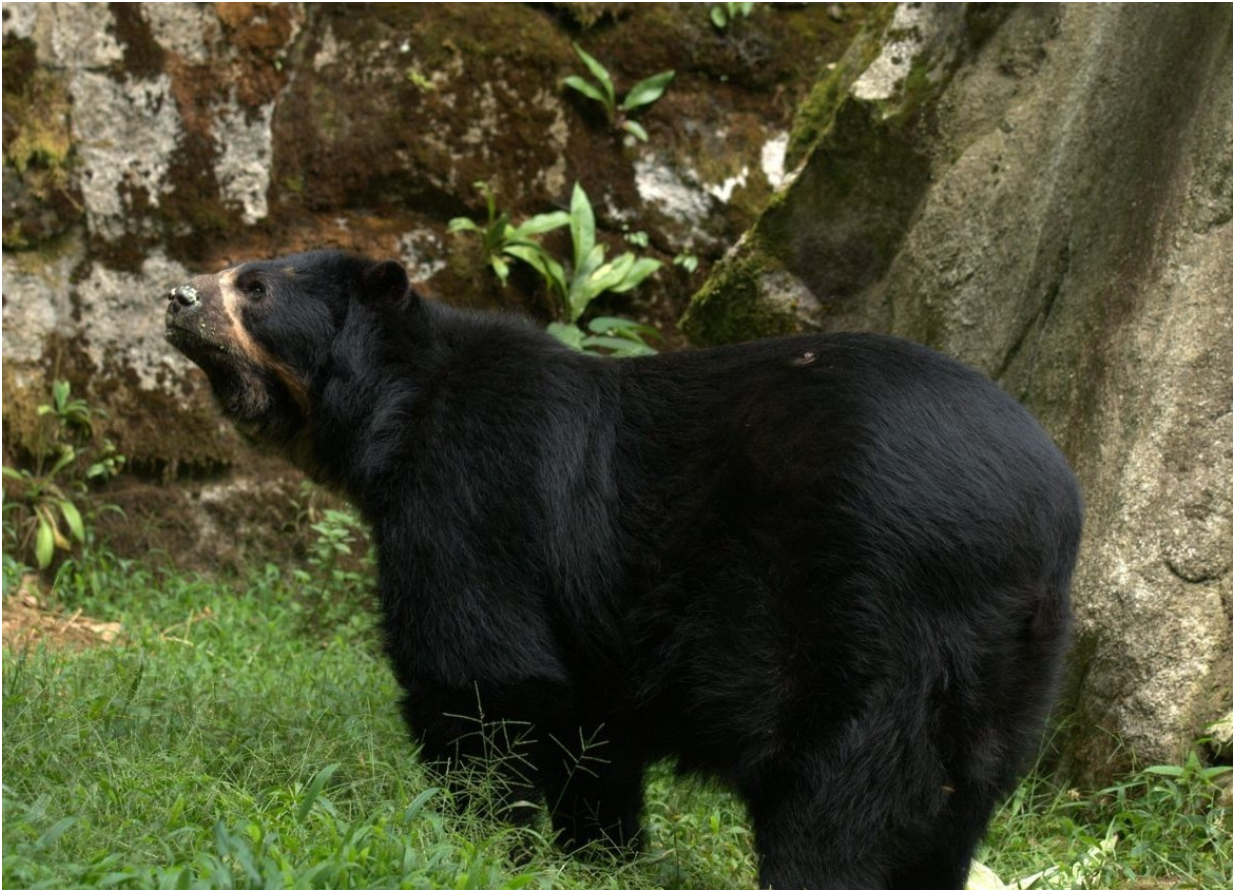


World Book Day is a worldwide celebration of authors, illustrators, books and reading - it's the largest celebration of its kind, commemorated in over 100 countries all over the world. To mark the special occasion, we're going to delve into one of our favourite conservation stories; our efforts to save the real life Paddington Bear.



Never met Paddington Bear? He ventured to London from deepest, darkest Peru - with his old hat, battered suitcase, duffel coat and a few small items, including his favourite, a slice of Bûche de Noël. But for the love of a little chocolate, he made it to London and became a household name.

and love of marmalade – and was discovered in Paddington Station by the Brown family, who adopted him, cared for him and ensured he was safe from harm. Here at Inkaterra, we work hard to protect the Andean Spectacled Bears (the real Paddington Bears), whose numbers are rapidly declining in the wild. It's that serious, in fact, that the Andean Spectacled Bear have been identified by IUCN as having a vulnerable conservation status.



Shrouded in the mystery of the Andean Cloud Forest – the very spot Paddington Bear was born – lies [Inkaterra Machu Picchu Pueblo Hotel](#), a National Geographic Unique Lodge of the World. Over the years, we've established a rescue centre for the bears, a conservation programme designed to recover bears that have been negatively impacted by human impact – unlike Paddington. Then, wherever possible, we reintroduce them into their natural habitats, high in the Andean mountains.



Although the real life Paddington Bear likes to remain hidden, camouflaged amid the dense bushes, lucky Explorer-Guides have been known to spot them munching on leaves, basking in the Peruvian sunshine. Click [here](#) to read about Inkaterra former head of explorer-guides, and now resident manager at Inkaterra Hacienda Concepción, Braulio Puma's sighting.



Unfortunately, the majestic Andean Spectacled Bear is a critically endangered species and so conservation efforts, such as those at Inkaterra, are crucial in helping this animal survive for future generations.

02/03/2017

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PREVIOUS STORY

[The first Momento Andes held at Inkaterra Hacienda Urubamba](#)

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