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## Inkaterra Hotels Celebrates 40 Years with Commemorative Short-Film and Marketing Campaign by GLP Films

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**Distribution campaign features custom digital content and multi-channel media promotion celebrating Inkaterra's 40-year legacy as ecotourism pioneers in Peru**



[Inkaterra Hotels](#), a company with properties under the National Geographic's [Unique Lodges of the World](#), and [GLP Films](#), have partnered on a commemorative film and digital marketing campaign to celebrate Inkaterra's 40th anniversary. GLP Films, an award-winning film production company, uses authentic storytelling and digital marketing strategies to showcase Inkaterra Hotels' groundbreaking sustainability efforts. The film premiered at Inkaterra's 40th

anniversary celebration in Lima, Peru.

A pioneer in ecotourism and sustainable development since 1975, Inkaterra successfully uses tourism as a vehicle to provide economic opportunities in less-developed areas while simultaneously funding scientific research and conservation. Local conflicts with the endangered Andean Bear were greatly reduced by carefully introducing an alternative agriculture crop that was profitable for the community. Inkaterra also leads the way in scientific research and conservation efforts. Over the past 40 years, Inkaterra has introduced 28 species to science, along with inventorying an impressive list of plants and animals within their hotel grounds and surroundings.



Inkaterra Hotels enlisted GLP Films to produce a short-film and digital marketing campaign to share with the public their profound contributions to the local community, conservation science, and ecotourism practices. The ongoing campaign aims to reach trade and consumer audiences with the support of GLP Films' media partners, such as National Geographic, National Geographic Unique Lodges, Travel & Leisure, and AFAR. Additionally, the film has been showcased at major travel industry events like ITB Berlin, ITB Asia, and the Boston Globe Travel Show.

Included in the multi-channel promotional campaign is a new short-film, “Inkaterra: Celebrating 40 Years.” The short-film captures Inkaterra’s success – ecotourism can be profitable, while simultaneously supporting the economy, promoting cultural heritage and protecting the environment. The [film is available now](#).



“Storytelling for sustainability is in our company’s DNA, and is some of the work we are most proud to stand behind,” said Laura Knudson, Marketing Director at GLP Films. “Inkaterra has proven time and time again their commitment to ecotourism best practices, supporting local communities, and leading innovative conservation work. GLP is honored to help capture and celebrate the momentous 40-year legacy that is central to the Inkaterra brand.”

Established in 1975, Inkaterra has pioneered ecotourism and sustainable development in Peru. The organization has spent the past four decades committed to authentic travel experiences, aiming to preserve biodiversity and local cultures.