

Sustainable tourism in the Millennial era

6 8% of global travellers were likely to choose an accommodation if they knew it was eco-friendly...And among those who didn't plan on a stay in a sustainable accommodation, 39% said it was because they didn't know sustainable accommodations exist - [Booking.com survey on Sustainable Travel](#)



Inkaterra Hacienda Urubamba is a contemporary hacienda-style hotel in the Sacred Valley of the Incas, in-between Cusco and Machu Picchu



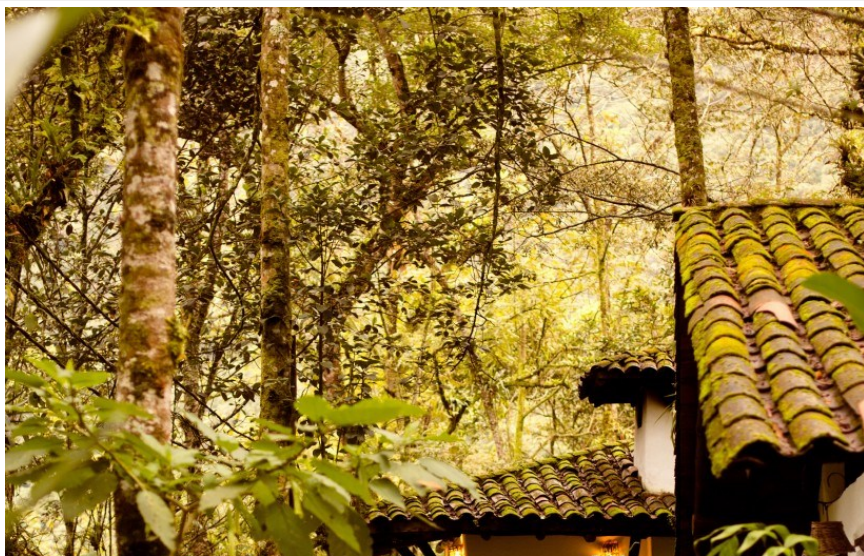


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As we become increasingly aware of the long-term effects we have on our planet, in particular when it comes to travel, so do our millennials. Our tech-savvy generation are continuing to broaden their understanding of the planet's needs and are making eco-conscious decisions in terms of their living arrangements, their choice of and also their travel plans.



Inkaterra Machu Picchu Pueblo Hotel is an intimate Andean village with terraced hills, waterfalls, stone pathways and 83 whitewashed casitas tucked away in the cloud forest





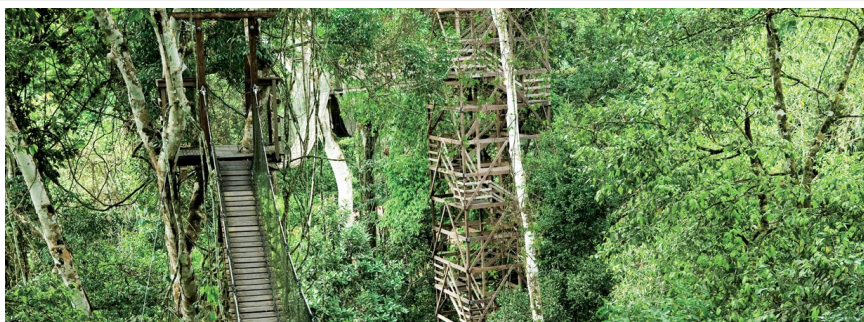
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Sustainable eco-friendly hotels have become the younger generation's new best friends, as eco-conscious travellers, with disposable incomes, lead the way towards this growing trend.

Diana Verde Nieto, CEO of **Positive Luxury**, says that millennials are twice as likely to support luxury brands that have an awareness of environmental issues and attempt to maintain sustainability. In the past, it seemed impossible to merge sustainability with luxury, however with the global proliferation of social media, millennials have dug into a treasure trove of luxury sustainable hotels across the globe, and the older generations are following suit.



Inkaterra Reserva Amazonica, an eco-luxury lodge in front of Madre de Dios River





Inkaterra Reserva Amazonica is a realm of discovery, with trekking trails and a canopy walkway, leading through the heart of the vast rainforest

As proud pioneers of sustainable hospitality in Peru, we here at **Inkaterra** welcome millennial travellers and this increased awareness with open arms. Eco-tourism is emerging as the way forward in travel, and we are honoured to be one of the front-runners in this shift.



Inkaterra Hacienda Concepción, located between the Tambopata National Reserve and the shores of the Madre de Dios River



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The aspiration to showcase eco-friendly credentials on social media is an important factor in increasing awareness of eco-tourism, with millennials not only looking to post pictures of their holiday but also to showcase to their following that their vacation is eco-friendly. These leaders of the technology age are increasingly attracted by

authentic experiences and the sense of adventure. For many, it's all about experiencing a new culture, learning about its history and "living like a local".



Inkaterra Guides Field Station, based near the Tambopata National Reserve



Inkaterra Guides Field Station, based near the Tambopata National Reserve welcomes visitors who are keen to explore the rainforest, and actively participate in various exciting conservation projects.

Our sustainability policy is at the heart of our ethos and is entirely integrated into the Inkaterra experience. For the past four decades we have worked towards creating a positive impact on our ecosystems, with sustainable use of biodiversity, and the utmost respect towards social, cultural and environmental values. We find it encouraging to see that the next generation is paving the way to further establish this global trend.

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