

## Inkaterra Celebrates World Sustainable Tourism Day

**T**he 27th of September marked World Sustainable Tourism Day, an annual commemoration that highlights the contribution the tourism industry can make in reaching the Sustainable Development Goals.

Sustainability is the key ethos behind the Inkaterra brand and so we celebrated World Tourism Day in true Inkaterra style, deep in the Amazon Rainforest at [Inkaterra Hacienda Concepción](#).

On the morning of the 27th September, a group of Puerto Maldonado's 5th Grade Primary school students arrived by boat at [Inkaterra Hacienda Concepción](#).





Students arrive at Inkaterra Hacienda Concepción

They were met by our expert Inkaterra Explorer-Guide, Alan Huisa, who gave a talk on Inkaterra and the importance of sustainability. The pupils then took part in an exciting competition whereby they each created a banner for World Sustainable Tourism Day. A prize was subsequently awarded to the student who drew up the most imaginative banner.



Competition of Banners

Alan then took the group on a trip on the motorized canoe for a lovely ride along the Madre Dios River towards our **Inkaterra Canopy Walkway**.

Here at Inkaterra we strongly believe in the importance of educating the future generation on sustainability, World Sustainable Tourism Day was a great opportunity to bring together the pupils from the local school and educate them on the importance of eco-tourism.

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