

ETB Travel News > Africa > Machu Picchu Pueblo 100% sustainable

# Machu Picchu Pueblo 100% sustainable

April 23, 2019 Africa, America, Asia, Australia, Europe, Green News, India, Middle East, New Zealand No comments



## Machu Picchu Pueblo 100% sustainable

Inkaterra, Peru's leading hotel group in sustainable tourism and hotel development, partnering once again with beverage distribution company the AJE Group, has succeeded in making Machu Picchu Pueblo the first city in Latin America to manage 100% of its solid waste.

Continuing their initiatives for the conservation and environmental care of Machu Picchu, [AJE Group](#) and Inkaterra presented the first Organic Waste Treatment Plant to the city. Through the process of pyrolysis, in which the waste is decomposed at high temperatures without oxygen, seven tons of trash is processed per day, generating bio-coal, a natural fertilizer that will be used to restore the Andean cloud forest and contribute to the agricultural productivity of Machu Picchu.

"We are very happy to be part of this change in the city of Machu Picchu and to be able to announce that, with this new plant, the circle of sustainability for which we have been working for three years is closing. Machu Picchu officially becomes a 100% sustainable model city in Latin America," said Jorge López-Dóriga, [AJE Group's](#) Executive Communications and Sustainability Director.

"The strategic alliance between Inkaterra, the AJE Group and the Municipality of Machu Picchu

### Most Read

- 1 [Hilton Partners with OSK Property and Employees Pr...](#)
- 2 [Frank Dell reaches new heights for BA's 100th anni...](#)
- 3 [Tamara Kobiolke cements her return to Australia](#)
- 4 [SilkAir offers Daily Flights ex Cairns](#)
- 5 [Chern'ee gives back to community](#)

### Agents Support

**2019 - Hotel - WTF**

AGENT SUPPORT Highlights and lowlights of some hotels in 2019

**Paradise: STUBA hits the road in Hawaii**

Paradise on Earth. Stuba has almost 250 properties in Hawaii; something for everyone !

### Chern'ee Sutton ETB Ambassador

**Chern'ee gives back to community**

ETB Travel News Ambassador and Contemporary Indigenous artist Chern'ee Sutton loves to help out when possible and this week launched 2 new police cars with her 14 year old sister Brooke

### Mr ETraveller

aims to change perception of our wonderful city into a sustainable destination and become an example of management for ecotourism worldwide. We have managed to awaken the ecological conscience of the local community, which now segregates waste from homes and establishments. Today, we present an innovative technology that will contribute to traditional agriculture and help restore the Andean cloud forest in Machu Picchu," added José Joechlin, Inkaterra's Founder and CEO.

Alongside the Organic Waste Treatment Plant, Inkaterra and the AJE Group previously delivered a Plastic Compactor Plant to SERNANP which will be used to recycle trash found along the Inca Trail, the most famous trekking route in South America. The plant was donated in 2017 and prevented the ruins of Machu Picchu from entering UNESCO's list of Heritage at Risk. Currently, 14 tons of polyester plastic are processed daily in this plant.

In 2018, a Biodiesel and Glycerin Plant was inaugurated at Inkaterra Machu Picchu Pueblo Hotel. By processing used vegetable oil from Machu Picchu's homes, lodges, hotels and restaurants, 20 gallons of biodiesel are produced daily from nearly 6,000 liters of used oil a month. The glycerin obtained in the process of making biodiesel is also used by the Municipality to clean the stone floors, thus replacing chemical products. These cumulative efforts to turn the city of Machu Picchu into a model of global sustainability won the Peruvian "Líderes + 1" prize and, in Germany, the prestigious "Die Goldene Palme" award in the category for Responsible Tourism.

For more information on Inkaterra Asociación's conservation efforts, please visit:

<https://www.inkaterra.com/inkaterra-asociacion-org/en/>

For more information on Inkaterra Machu Picchu Pueblo Hotel, please visit:

<https://www.inkaterra.com/inkaterra/inkaterra-machu-picchu-pueblo-hotel/the-experience/>

#### About Inkaterra

**Inkaterra** is a Peruvian organization with 43 years of experience in sustainable tourism initiatives. It focuses on preserving and rescuing Peru's geography, nature, customs and cultures and sharing them with the world. Since 2011 Inkaterra holds the Rainforest Alliance Verification in Sustainable Tourism, the Relais & Châteaux 2013 Environment Trophy, the 2012 Tourism for Tomorrow Award for Conservation, and the 2012 Green Choice Sustainable Tourism Award. The company currently operates Inkaterra Reserva Amazónica, Inkaterra Hacienda Concepción and Inkaterra Guides Field Station in the Amazon of Southern Peru, Inkaterra Machu Picchu Pueblo Hotel in the cloud forest of Machu Picchu, Inkaterra Hacienda Urubamba in the Sacred Valley of the Incas, Inkaterra La Casona in Cusco, and El MaPi in Machu Picchu Pueblo under the more affordable brand 'byInkaterra.' Inkaterra has an alliance with the NGO Inkaterra Asociación (ITA), through which the company's profits are invested in research, conservation, educational and social development programs. For more information, visit [www.inkaterra.com](http://www.inkaterra.com)

#### About AJE

**AJE**, a Peruvian company, is one of the largest multinational beverage companies with a presence in 23 countries in Latin America, Asia and Africa. Founded in 1998, it currently has a team composed of more than 13,000 direct and indirect employees. AJE is the fourth company in sales volume in the category of soft drinks and the third in carbonates in those countries in which it operates. With the firm commitment to "democratize consumption," AJE facilitates access to high quality products to new user groups in emerging markets, inspires them to dream bigger, to go further, to enjoy the good things of life and to grow and thrive. The most emblematic brand of its portfolio is BIG Cola, in addition to Cielo (purified water), Cirfrut (fruit drink), Pulp (juices), Sporade (sports drink), Volt (energy drink), Free Tea (tea ready-to-drink) and BIG Fresh (refreshing drink). For more information, please visit [www.ajegroup.com](http://www.ajegroup.com)

Source = Inkaterra

AJE Group

Inkaterra

Jorge López-Dóriga

José Joechlin

Machu Picchu Pueblo



Like 0

Tweet

Save

Share

Andrew Gee, Outrigger Hospitality Group

STR: U.S. hotel results for week ending 13 April

#### Hilton Kuala Lumpur: Malaysia's Sentral Park



Fifteen years ago, the tall tower rising above Kuala Lumpur's derelict

district around its Sentral railway station was a surprising anomaly

#### Global Tourism



#### Scott Morrison The Australian PM who "Gets" Tourism



Following Australia's recent elections, the Australian

government is being led by a Prime Minister who gets the significance of tourism.

#### Teds Travels

#### Exotic places to practice Yoga in Latin America



Latin America's ancient cultures have been known for practising the

art of wellness with traditional medicine, the Incas and the Mayans created their "Sweat lodges" to release the toxins from the body

#### Face Of Travel

#### Meet the New Marine Biologist at Outrigger Konotta Maldives Resort



Amelia Cody has taken up the role of resident marine biologist at

Outrigger Konotta Maldives Resort, here she shares scientific insights on marine ecosystems in the Maldives

#### Joanne Heggie, Head of Marketing, Trip.com



After working in the Fashion & Beauty industry in Spain and London

for 6 years, on returning to Australia I chose to move into an industry that was reflective of my personal passion, travel

#### Hotel Deals

#### Marriott Bonvoy winter break deal now live



Marriott Bonvoy, Marriott

Related Posts



**STUBA 2019 - Hotel - WTF**  
June 1, 2019



**STUBA Paradise: STUBA hits the road in Hawaii**  
June 1, 2019



**AccorHotels launches Australia's biggest...**  
May 31, 2019



**William the Bear has made a new friend**  
May 31, 2019



International's travel program, has launched its winter break deal: two nights from just \$299, including breakfast for two and a \$50 hotel credit towards dining or spa experiences

**Dreamtime**

**Reconciliation Week**



Reconciliation week is about understanding the history of the country and bringing people along the journey with us to understand where we have been and where we are heading to

Leave a Reply

Your email address will not be published. Required fields are marked \*

Name \*

Email \*

Comment

Post Comment



**Anjuna**  
global reach through local expertise  
www.anjuna.global

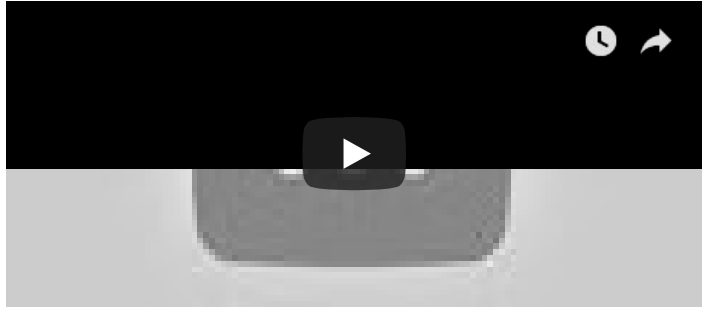
DIGITAL MARKETING  
SALES AND REPORTING PLATFORM  
BIG DATA ANALYTICS  
STRATEGIC SALES INITIATIVE

World's largest network of air travel data...

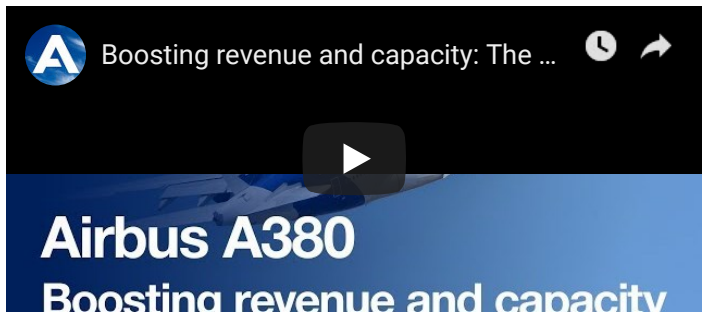
ETB News TV



British Airways Lounge in Dubai



myAustrian Business Class - 360° Video

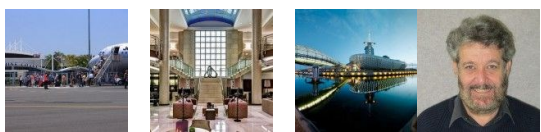


Boosting revenue and capacity: The A380 helps airports stay ahead



China Airlines Safty Demo (777-300er)

Recent Pins



[Follow Me on Pinterest](#)

About Us

Contact

Archives

tourism news provider offering dedicated editions across the globe, it is free to subscribe.

Our editorial and sales team are readily available to assist you with your next story or advertising campaign.

To be a part of ETB News, [send us your news](#) or for a [tailored advertising package](#), we'd love to hear from you.

- [Travel News Australia](#)
- [Travel News New Zealand](#)
- [Travel News Middle East](#)
- [Travel News India](#)
- [Travel News Asia](#)
- [Travel News Africa](#)
- [Travel News Europe](#)
- [Travel News America](#)

Your Email

Your Message

Y V 5 L

Send

ETB Travel News  
1300 66 86 04 (Calls from within Australia)  
[sales@etbnews.global](mailto:sales@etbnews.global)

[2018](#)

[2017](#)

[2016](#)

[2015](#)

[2014](#)

[2013](#)

[2012](#)

[2011](#)

[2010](#)

[2009](#)

[2008](#)

[2007](#)

[2004](#)

[2001](#)

[1996](#)

## Useful Links

[Advertise With Us](#)

[Jobs at ETB News](#)

[Submit Your News](#)

[Contact Us](#)

To find out more about advertising or partnering with ETB Travel News visit our Media Kit. Click on the button below

