

## PRESS INFORMATION

### Inkaterra announces opening of El MaPi in Machu Picchu

#### *First of new more affordable product under brand 'byInkaterra'*

Lima, PERU: March, 2010: Inkaterra, Peru's renowned provider of luxury and sustainable hospitality, is pleased to announce the opening of El MaPi, which is specifically designed to cater to travelers seeking exceptional value and savings. El MaPi is the first property to be launched under Inkaterra's new, more affordable brand "byInkaterra," and is aimed to fill the gap in accommodations at the gateway to the Machu Picchu Historical Sanctuary.

"We are pleased to be offering an alternative level of service to travelers without sacrificing our high standards in hospitality," said Jose Koechlin, President and CEO of Inkaterra. "We hope this is the first in our new brand that caters to the economy-conscious traveler."

Centrally located in Machu Picchu pueblo (Aguas Calientes), El MaPi complements the thrill and excitement of Machu Picchu with an unpretentious haven of efficient hospitality. With just 48 rooms (40 Superior and 8 Superior Deluxe), El MaPi's amenities include cozy duvets, robes, natural essence toiletries and turndown service with seasonal fruit. DirecTV, phones and reading lights are in every room and train station transfers, luggage storage and Wi-Fi are all added to simplify and enrich travelers' Machu Picchu experience.

The smart but informal design is the creation of renowned Peruvian designer Jordi Puig and was inspired by a blend of classic, restored and recycled materials combined with modern features. The flowing lobby, high ceilings, and panoramic windows all provide an airy, open atmosphere, conducive to socializing and relaxing.

The dining room, *La Cafeteria*, offers wholesome, nutritious dining (starting at 4am for the early risers), and includes refreshing smoothies, seasonal fruit, and freshly made Belgian waffles. Open to all until 11 PM, the daily menu features a la carte soups, turnovers, pastries and Peruvian favorites. Travelers can choose to dine in the contemporary setting or take lunch packed to go. The festive bar welcomes hotel guests and fellow travelers with delectable snacks and *tapas*, plus an intriguing variety of piscos and also organic wines. Visitors can start early at Happy Hour, between 5 and 7 or linger late to compare adventure stories.

For more information, please visit [www.elmapihotel.com](http://www.elmapihotel.com).

## ABOUT INKATERRA

Inkaterra is a Peruvian organization with more than 30 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. It currently operates Inkaterra Machu Picchu Pueblo Hotel, named by *Travel+Leisure* magazine as one of the "Top 100 Hotels in the World" for 2008; Inkaterra Reserva Amazonica, located on the *Madre de Dios* River; and Inkaterra La Casona, a newly opened 11-suite boutique hotel in the historic city of Cusco. Inkaterra has an alliance with the NGO Inkaterra Association (ITA) through which the company's profits are invested in research, conservation, educational and social development programs.

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### Notes to Editors:

Company Background: INKATERRA is a Peruvian organization with 34 years of experience in sustainable tourism initiatives, and the first to be Carbon Neutral in the country. It focuses on preserving and rescuing Peru's geography, nature, customs and cultures and sharing them with the world. The NGO INKATERRA Association (ITA) was formed so that the company's profits could be efficiently invested in research, conservation, educational and social development programs.

**Hotels:** On the Madre de Dios River (Tambopata), in the Amazon rainforest of Southern Peru: **Inkaterra Reserva Amazonica**, lodge (35 *cabañas*) and its private ecological reserves of 17,000 has. with a stunning Canopy Walkway, has been sharing the knowledge and wonders of the Peruvian jungle with visitors since 1975; award winning **Inkaterra Machu Picchu Pueblo Hotel**, (85 rooms and 2 Villas), Virtuoso property and member of XO Private Collection, sits in a 12-acre luxury mountainside refuge within the Machu Picchu cloud forest; a boutique property opened in 2008, **Inkaterra La Casona**, Cusco, an exquisite 16<sup>th</sup>-century colonial mansion, in the heart of historic Inca Capital.

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