



South America

COLOMBIA



COLOMBIA



Area
2,070,408 km²



Population
48.2 million people



Language
Spanish



Currency
colombian peso

Bogotá





DOMESTIC CONNECTIONS



COLOMBIA: AN OPPORTUNITY TO EXPLORE THE UNKNOWN



COLOMBIA IN FIVE REGIONS



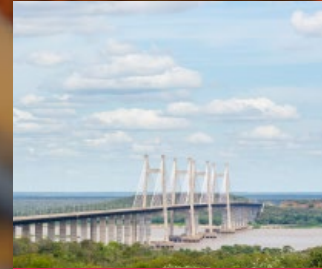
CARIBBEAN



ANDEAN



PACIFIC



ORINOQUIA



AMAZON



NATURAL DIVERSITY



MEGA-DIVERSE COUNTRY



1.921
BIRDS
(79 ENDEMIC)



3.274
BUTTERFLIES



4.010
ORCHIDS

Main Highlights



1 COUNTRY
IN DIVERSITY OF BIRDS AND ORCHIDS



2 COUNTRY
IN DIVERSITY OF PLANTS,
ANPHIBIANS, FISHES, SWEETCUFFS
AND BUTTERFLIES



3 COUNTRY
IN DIVERSITY OF REPTILES AND
PALMS



4 COUNTRY
IN DIVERSITY OF MAMMALS

CARIBBEAN

- Oldest city in continental Americas (ST. Marta)
- Highest costal range
- The land of Garcia Marquez



ANDEAN

- Home to Juan Valdez coffee region
- Location of Bogota Capital City
- 57% of paramos world wide
- Medellín Botero city



PACIFIC

- Humpback whales birth site
- Afro Colombian music and gastronomy
- Biodiversity hotspot
- Cali the world capital of salsa



ORINOQUIA

- Oldest geological formation: Guainía Shield
- 8th wonder of the world - Humboldt
- Tuparro, declared biosphere reserve
- Cowboys traditions & culture



AMAZON

- Home to indigenous communities
- Extreme tropical rain forest adventure
- Pink dolphin watching
- Frogs sanctuary



COLOMBIAN NATURE TURISTIC OFFER



SUN & BEACHES



BIRDWATCHING



CYCLING/MOTORCYCLING



AGRO TOURISM



SPORT FISHING



EQUESTRIAN



TREKKING



DIVING



COMMUNITY TOURISM PROTECTED



AREAS



WATER & WIND SPORTS

SUN & BEACHES

3.882 kilometers Coastline

- 52 km insular Caribbean
- 1,642 km Mainland Caribbean
- 2,188 km Pacific

Awards:



San Andres Islands were awarded best beach destination by the World Travel Awards 2015 and it is currently nominated again this year.



Cristal Beach, Santa Marta and the San Andres' Islands are in the ranking of the 25 most popular beaches of South America, according to Travellers Choice by Trip Advisor 2017.

BIRDWATCHING

- #1 IN BIRD DIVERSITY IN THE WORLD.
- 116 IBA (IMPORTANT BIRD AREAS) IN THE ENTIRE TERRITORY.



CARIBBEAN

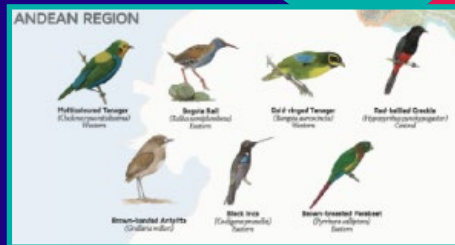


PACIFIC



ANDEAN

ORINOQUIA



AMAZON



BIRD WATCHING IN COLOMBIA



CYCLING / MOTORCYCLING

ALTO DE LAS LETRAS



6 DIFFERENT THERMAL FLOORS WITH 27 DIFFERENT TYPES OF ECOSYSTEMS TO TRAVEL



BOYACA - WORLD KNOWN FOR NAIRO QUINTANA

LEYEND OF EL DORADO



HOME OF INTERNATIONAL EVENTS

AGROTOURISM - LOCAL LIVING

7,5 MILLION HECTARES OF HACIENDAS, FARMS AND PLANTATIONS TO ENJOY AS A LOCAL



CACAO



FLOWER



PALM OIL



BANANA



COFFEE



SUGAR CANE



SPORT FISHING IN SALT & FRESH WATER

COLOMBIAN CARIBBEAN

COLOMBIAN PACIFIC

- THE COLOMBIAN PACIFIC ALLOWS PEOPLE TO EXPERIENCE SPORT FISHING WHILE ENJOYING THE LANDSCAPES OF HUMID TROPICAL FORESTS.

RIVER FISHING

- FISH IN THE ORINOCO AND AMAZON REGION
- FISH TUCUNARE AND CATFISH





EQUESTRIAN TOURISM

VALLE DEL CAUCA CHALANERIA

- RIDE A COLOMBIAN PASO FINO TYPICAL HORSE RIDING

THE LLANOS

- HORSEBACK RIDING
- LIVE THE LIFE OF TRADITIONAL COWBOYS

THE ANDES

- HORSEBACK RIDING
- ADVENTURE AND EQUESTRIAN CULTURE



TREKKING

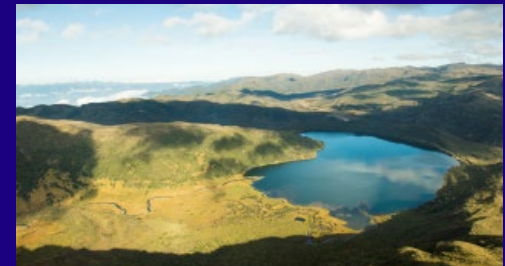
TROPICAL - CIUDAD PERDIDA



SNOW COVERED VOLCANO -
NEVADO DEL RUIZ /COCUY



PARAMO - CHINGAZA





DIVING: 1 DESTINATION, 2 OCEANS

COLOMBIAN CARIBBEAN

- CORAL REEFS
- WARM WATERS
- DIVING ZONES IN CALM WATERS
- POSSIBILITY TO DIVE ALL YEAR ROUND
- DESTINATIONS LIKE SAN ANDRÉS, PROVIDENCIA, CARTAGENA AND SANTA MARTA

COLOMBIAN PACIFIC

- ADVANCED DIVING
- SHARK SHOALS
- WHALE SHARK
- ICONIC DESTINATIONS LIKE MALPELO AND GORGONA ISLANDS



COMMUNITY TOURISM

THERE ARE AN ESTIMATED OF 86
INDIGENOUS TRIBES IN COLOMBIA.

Colombia is a melting pot of ethnic, linguistic
and cultural diversity.

LANGUAGES

- There are 12 linguistic families (Chibcha, Arhuaca, Caribe, Quechua, Tupí, Chocó, Guahibo, Sáliba, Macú, Huitoto, Bora y Tucano).
- 10 isolated languages (andoque, awá-cuaiquer, cofán, guambiano, kamentsá, páez, ticuna, tinigua, yagua and yaruro)
- 2 creole languages of African origin.



PROTECTED AREAS: 12% OF NATIONAL TERRITORY



59 NATURAL PARKS



WATER AND WIND SPORTS

PARAGLIDING

- EXCELENT WIND FOR PRACTICE

KITESURF / WINDSURF

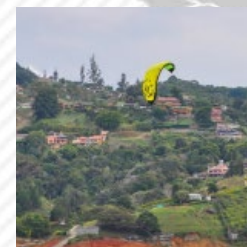
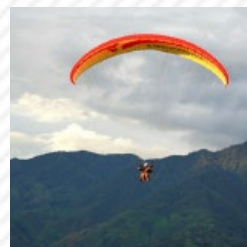
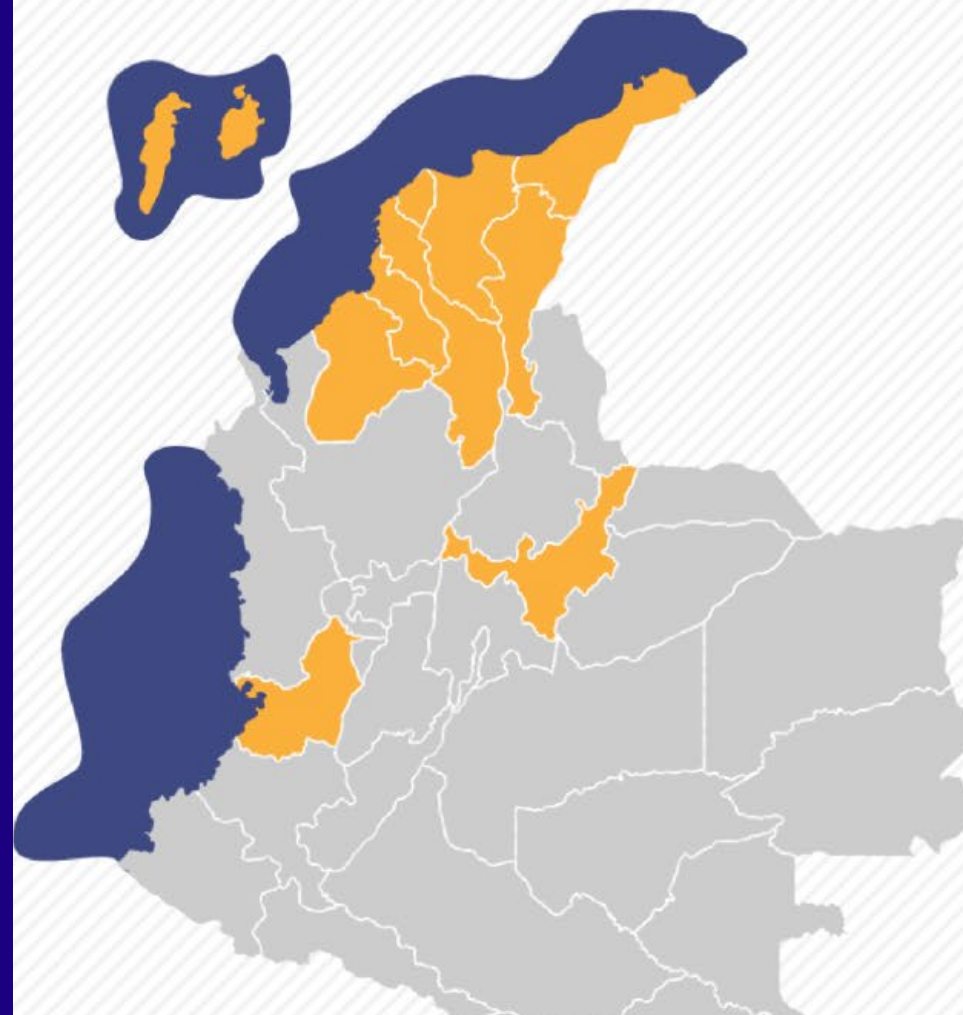
- GUAJIRA DESERT, LAGO CALIMA, SAN ANDRES, CHIVOR

KITESURF / WINDSURF

- CARIBEAN SEA AREA: 590 MIL KM”
- ISLAS DEL ROSARIO, ISLAS SAN BERNARDO, PARQUE TAYRONA

- MORE THAN 3,800 KILOMETERS OF COAST IN BOTH OCEANS

- 18,000 KILOMETERS OF RIVERS, LAKES AND LAGOONS, AS WELL AS, IDEAL CONDITIONS FOR NAUTICAL SPORTS.



CULTURAL RICHNESS



COLOMBIA, A MELTING POT OF AFRICAN, AMERICAN AND EUROPEAN ORIGINS



FAIRS AND FESTIVALS



UNESCO WORLD HERITAGE SITES LIST



**PORT, FORTRESSES AND
GROUP OF MONUMENTS,
CARTAGENA**



**LOS KATÍOS
NATIONAL PARK**



**QHAPAC ÑAM - ANDEAN
ROAD SYSTEM**



**PARQUE ARQUEOLÓGICO
DE SAN AGUSTÍN, Y
TIERRA ADETRO**



**CARNAVAL DE
BARRANQUILLA**



**MALPELO FAUNA Y
FLORA SANCTUARY**



**COFFEE CULTURAL
LANDSCAPE**



**HISTORIC CENTER OF
SANTA CRUZ DE MOMPOX**

DIVERSE GASTRONOMY



AREPA DE HUEVO



PATACONES



CAFE COLOMBIANO



AREPA BOYACENSE



LULADA



COCADAS



BANDEJA PAISA



JUGO DE COROZO

A vibrant, slightly blurred photograph of a group of people, likely dancers, wearing traditional Colombian folk costumes. The costumes are characterized by bright, bold colors such as red, green, yellow, and blue, with intricate patterns and designs. The background is a soft-focus mix of these colors, suggesting a festive atmosphere.

**BUT WHAT MAKES
COLOMBIA UNIQUE?**



ITS PEOPLE!



**COLOMBIA
RANKS 3RD IN
THE HAPPY
PLANET INDEX**



COLOMBIAN PEOPLE SECRET FORMULA

$P = P + P + P$



PURPOSE





PASSION





PRIDE





HOSPITALITY



TOURISM TRENDS



TOURISM: 2ND ECONOMIC SECTOR AFTER OIL AND GAS



INTERNATIONAL VISITORS

5'092,052

12% GROWTH RATE

(4,3% INTERNATIONAL AVERAGE)



EXPORTS

10% OF EXPORTS

(7 INTERNATIONAL AVERAGE)

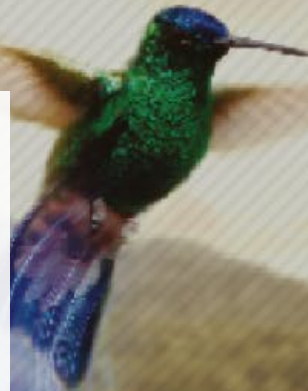
WHAT THE WORLD IS SAYING

1 COUNTRY OF THE YEAR IN 2016
(THE ECONOMIST)

2 BEST DESTINATION TO TRAVEL
IN 2017 (LONELY PLANET)

3 BEST PLACES TO VISIT IN 2017
(CNN TRAVEL)

- BEST DESTINATION TO VISIT IN 2017
(BLOOMBERG)
- CARTAGENA, BEST PLACES TO VISIT
IN 2017 (NATIONAL GEOGRAPHIC)
- COLOMBIA THE BEST KEPT SECRET
OF SOUTH AMERICA (TRAVEL +
LEISURE)





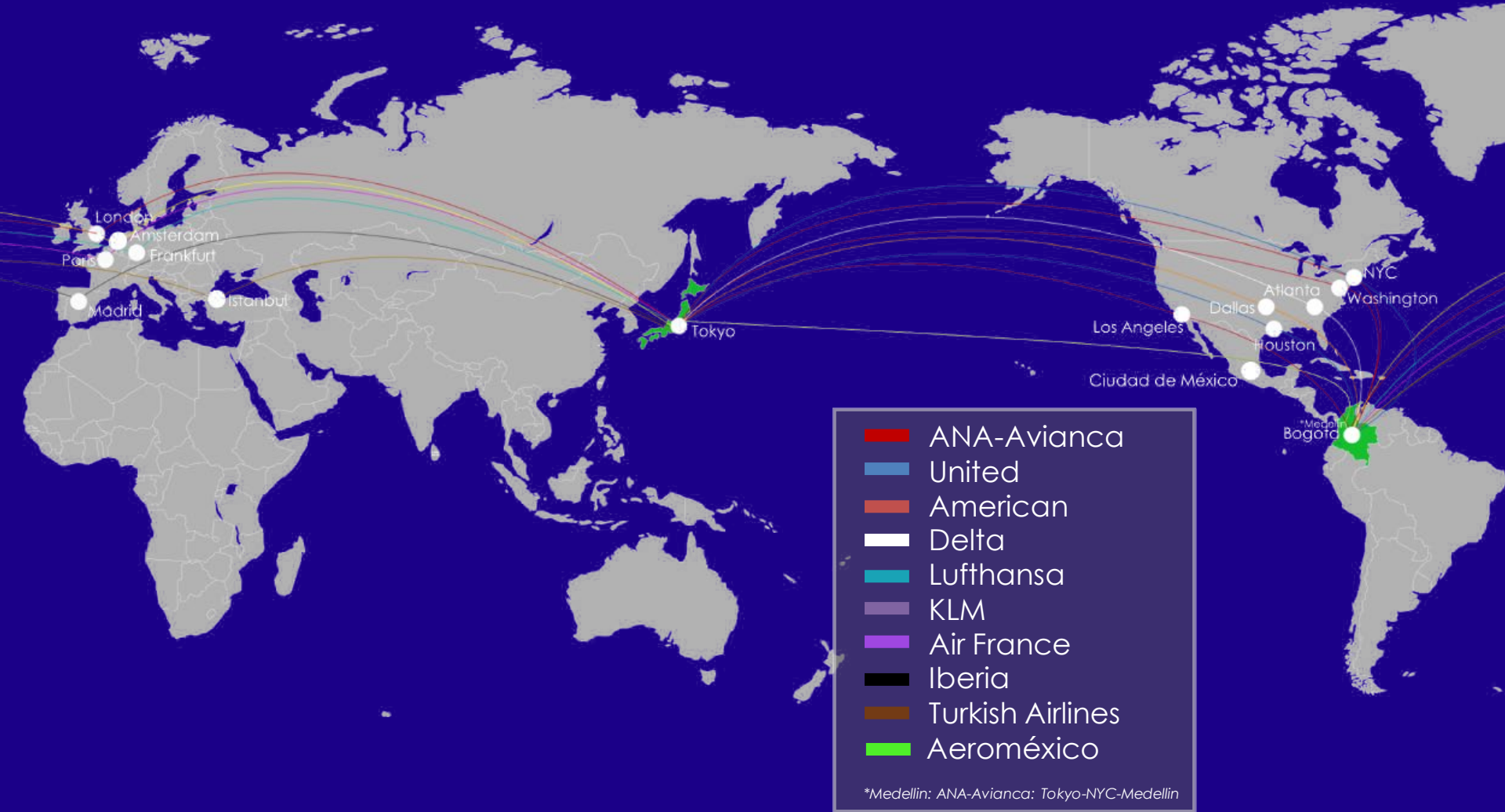
MORE THAN 160,000 NON-STOP WEEKLY AVAILABLE SEATS

WITH THE WORLD:

LOS ANGELES	7,5h
MIAMI	3,5h
NEW YORK	5,5h
WASHINGTON	5h
FRANKFURT	12h
AMSTERDAM	12h
ISTANBUL	13h
PARIS	11h
MEXICO	4h
SANTIAGO DE CHILE	6h
BUENOS AIRES	6h
SAO PAULO	6h

- CONNECTIVITY WITH 27 COUNTRIES
- 25 AIRLINES

MORE ROUTES AND AIRLINES CONNECT JAPAN TO COLOMBIA



25 INTERNATIONAL AIRLINES



HOTELS INFRASTRUCTURE

- 1 180 NEW HOTELS (2010-2016)
- 2 85 BILLION USD IN INVESTMENT (2010-2016)
- 3 THAN 255,000 BEDS

HOTEL CHAINS WITH RECENT INVESTMENT IN COLOMBIA



CRUISE TOURISM IN COLOMBIA



CARTAGENA: MAIN CRUISE DESTINATION IN COLOMBIA



LEAVING A LEGACY: CONTRIBUTING TO PEACE

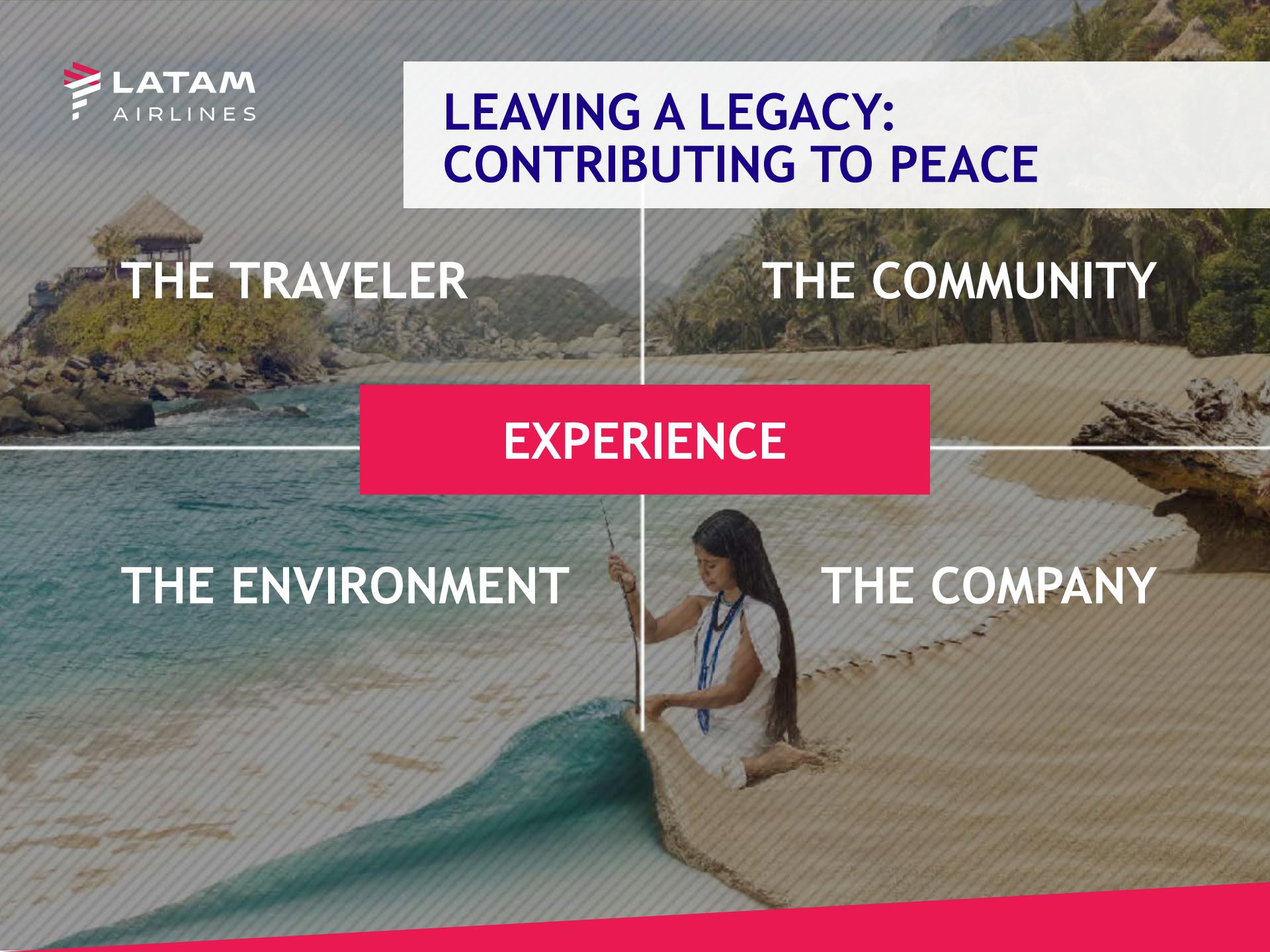
THE TRAVELER

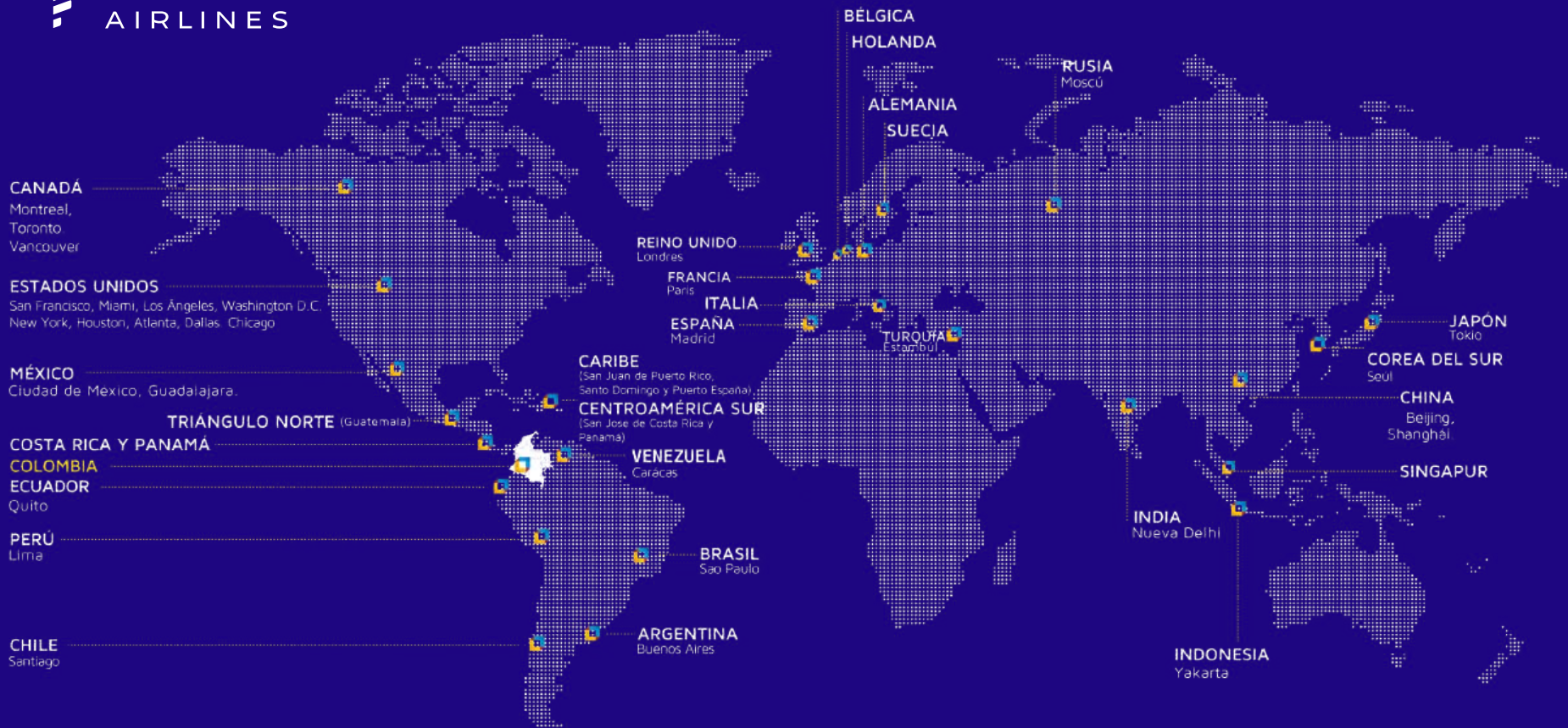
THE COMMUNITY

EXPERIENCE

THE ENVIRONMENT

THE COMPANY





34
MARKETS

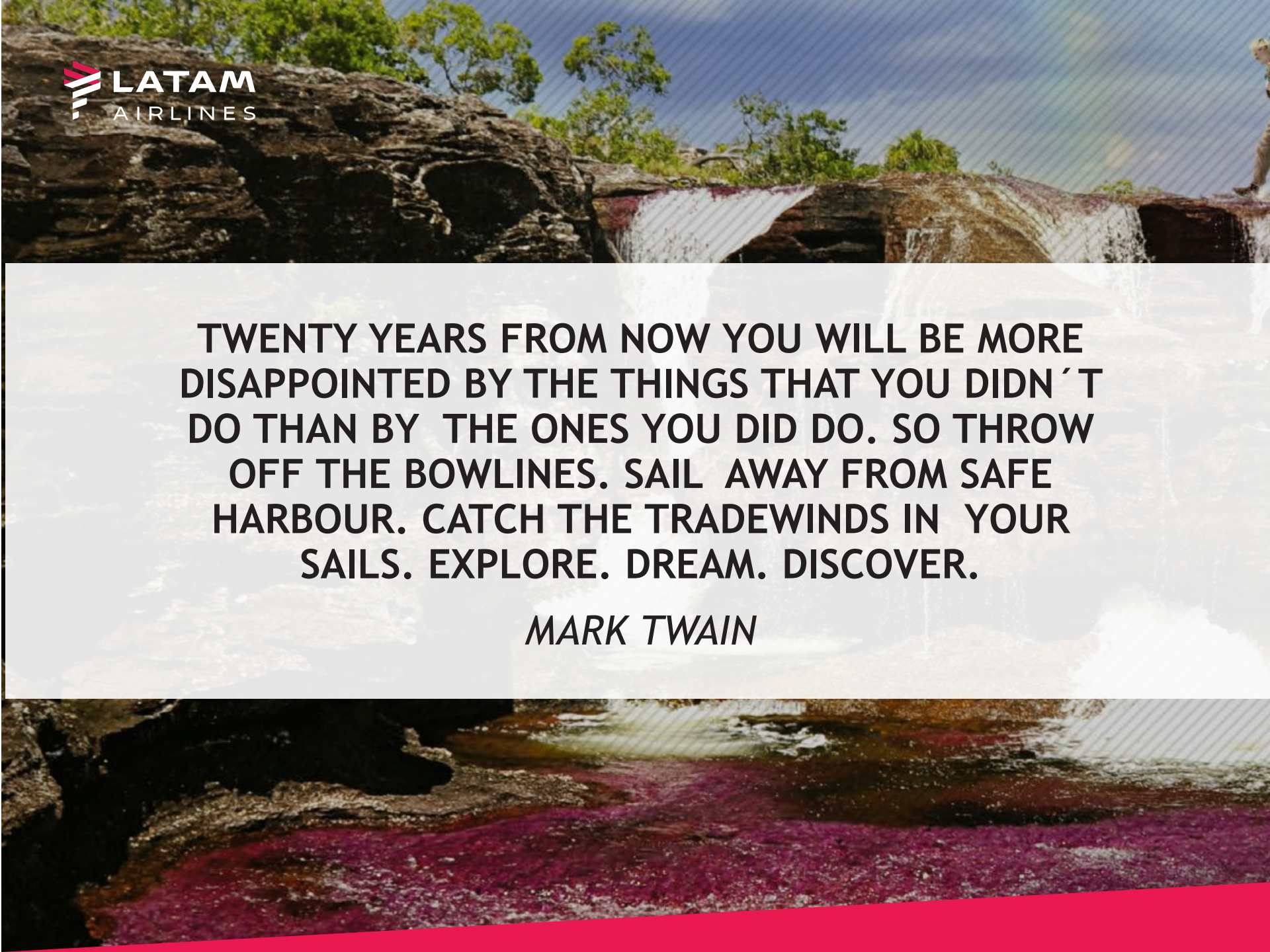
25
YEARS OF
EXPERIENCE

21
REGIONAL
OFFICES
IN COLOMBIA

32
COUNTRIES

PROCOLOMBIA SERVICES



A scenic photograph of a waterfall cascading over dark, jagged rocks. The water is white and frothy as it falls. In the foreground, there is a large, flat rock surface covered in vibrant purple and pink flowers. The background shows more rocks and green trees under a clear blue sky.

**TWENTY YEARS FROM NOW YOU WILL BE MORE
DISAPPOINTED BY THE THINGS THAT YOU DIDN'T
DO THAN BY THE ONES YOU DID DO. SO THROW
OFF THE BOWLINES. SAIL AWAY FROM SAFE
HARBOUR. CATCH THE TRADEWINDS IN YOUR
SAILS. EXPLORE. DREAM. DISCOVER.**

MARK TWAIN