



COLOMBIA

LAND OF SABROSURA



PROCOLOMBIA
EXPORTS TOURISM INVESTMENT COUNTRY BRAND

2018



In the meetings industry...



Why do you choose one destination instead of another?



PROCOLOMBIA
EXPORTACIONES TURISMO INVERSIÓN MARCA PAÍS

VISITA **COLOMBIA**

TIERRA DE LA **SABROSURA**



GOOD INFRASTRUCTURE

- 613 Venues
- 20 Convention centers (12 new or remodeled)
- 413 hotels for meetings
- 96 non traditional venues
- 45 Incentive experiences
- 37 golf courses



+ USD 200 millions
investment in convention centers
2010-2018

HOTELS INFRASTRUCTURE

USD 9,998
millions investment in
commerce, restaurants and hotels
sector 2010-2017

- + 180 New hotels (2010-2016)
- + 85 billion USD in investment (2010-2016)
- + Than 255,000 beds



(2014)



(2015)



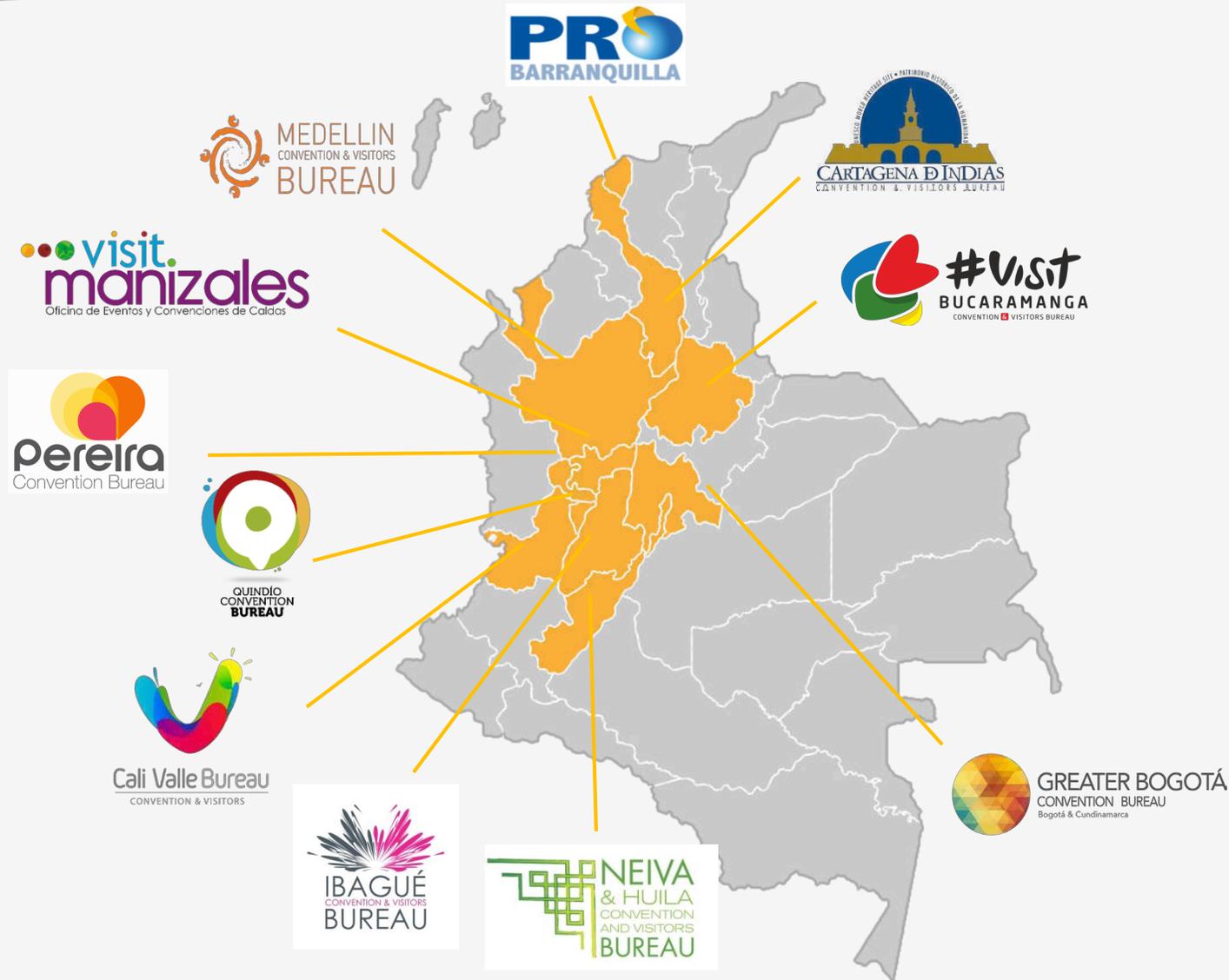
(2016)

AIR CONNECTIVITY

More than 1,000 weekly international non-stop flights connect Colombia with the world



11 BUREAUX



- TRAINING PROGRAMS
- PARTICIPATION IN INTERNATIONAL EVENTS



BOGOTÁ

ARCHITECTURE, CULTURE AND EXQUISITE DINING

 8'081.000

 715 PER WEEK

 81

 7

-  POPULATION
-  INT. FREQUENCIES
-  HOTELS FOR MEETINGS
-  CONVENTION CENTER FACILITIES

CARTAGENA

500 YEARS OF HISTORY

 1'024.882

 54 PER WEEK

 61

 2

 POPULATION

 INT. FREQUENCIES

 HOTELS FOR MEETINGS

 CONVENTION CENTER FACILITIES

MEDELLÍN

THE CITY OF URBAN TRANSFORMATION



2'508.452



122 PER WEEK



35



1



POPULATION



INT. FREQUENCIES



HOTELS FOR MEETINGS



CONVENTION CENTER
FACILITIES

COFFEE CULTURAL LANDSCAPE

THE ULTIMATE COLOMBIAN EXPERIENCE



2'525.424



19 PER WEEK



82



5



POPULATION



INT. FREQUENCIES



HOTELS FOR MEETINGS



CONVENTION CENTER
FACILITIES

CALI

CAPITAL OF SALSA

 2'394.925

 73 PER WEEK

 12

 1

 POPULATION

 INT. FREQUENCIES

 HOTELS FOR MEETINGS

 CONVENTION CENTER FACILITIES

BUARAMANGA

THE MOST COMPETITIVE CITY IN LATIN AMERICA

 1'141.694 (2016)

 4 PER WEEK

 10

 3



POPULATION



INT. FREQUENCIES



HOTELS FOR MEETINGS



CONVENTION CENTER
FACILITIES

BARRANQUILLA

HOME TO FOLK AND CULTURE

 1'218.000

 28 PER WEEK

 39

 1

-  POPULATION
-  INT. FREQUENCIES
-  HOTELS FOR MEETINGS
-  CONVENTION CENTER FACILITIES

SANTA MARTA

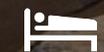
THE CITY WHERE THE SIERRA MEETS THE SEA

 454.860

 41

 4

 POPULATION

 HOTELS FOR MEETINGS

 CONVENTION CENTER FACILITIES



**THE MEETINGS INDUSTRY IS
ABOUT CONNECTING**

MEETINGS INDUSTRY

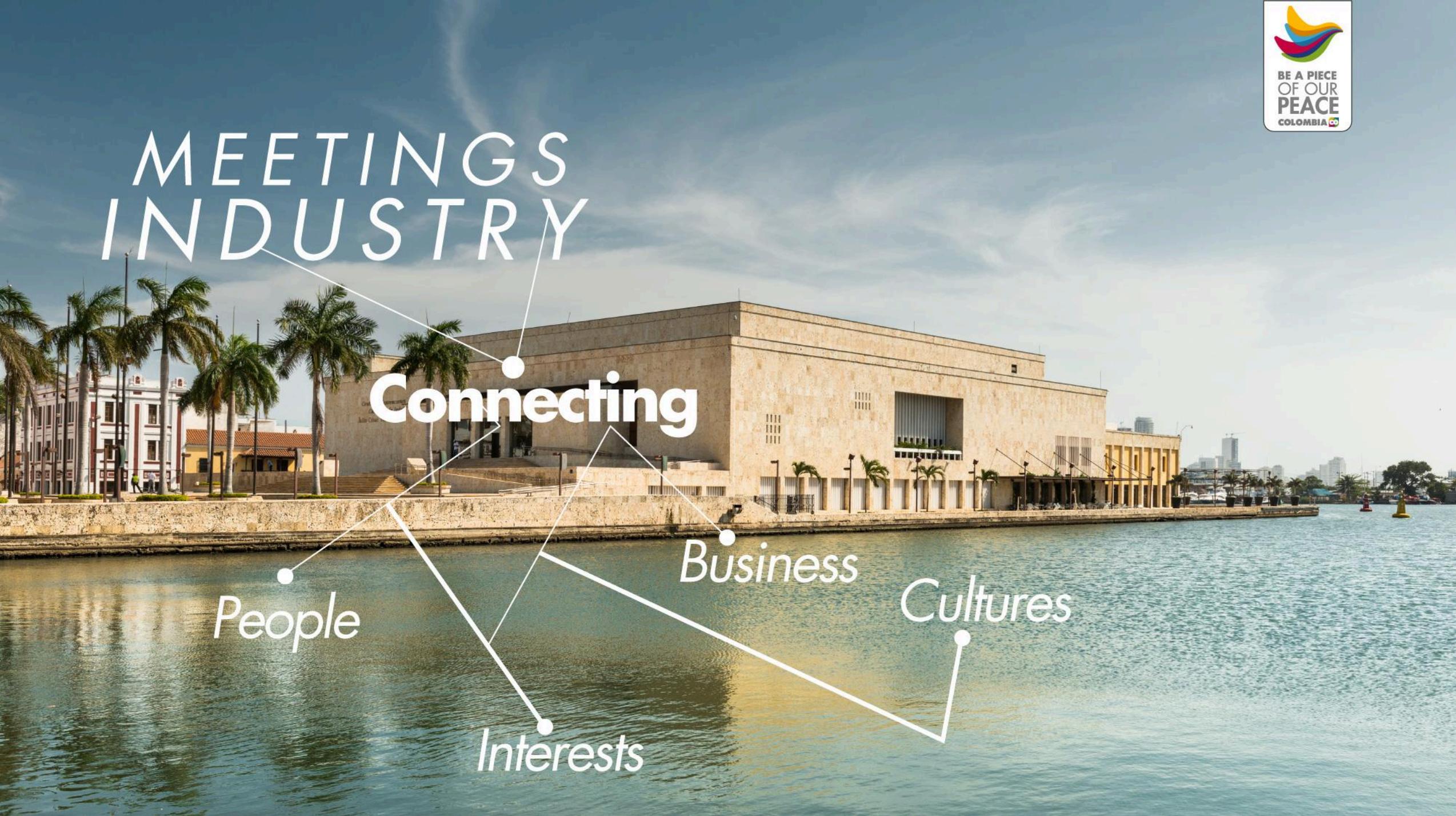
Connecting

People

Business

Cultures

Interests



COLOMBIA RANKS 3RD IN THE HAPPY PLANET INDEX

$$\text{HPI} = \frac{\text{Wellbeing} \times \text{Life Expectancy} \times \text{Inequality of Outcomes}}{\text{Ecological Footprint}}$$



WELLBEING



LIFE EXPECTANCY



INEQUALITY
OF OUTCOMES



ECOLOGICAL FOOTPRINT

COLOMBIAN PEOPLE
SECRET FORMULA

$$P = P + P + P$$





PURPOSE



PASSION



PRIDE



**It is people who make travelling
experience unique, memorable,
meaningful and transformative**



THE MEETING'S INDUSTRY EXPERIENCE

THE TRAVELER/PARTICIPANT

THE COMMUNITY

EXPERIENCE

THE ENVIRONMENT

THE MEETING PLANNER



LEGACY



TOURISM SATELLITE ACCOUNT

No approach or attempt has ever been made by a national Government to implement the broad recommendations of the UNWTO 'Global Meetings Initiative' – namely: creating a formal and official extension of a country's Tourism Satellite Account to report on meetings activity. Until today...

-STA Consultores

PROCOLOMBIA has commissioned a plan, to build the first ever Meetings Extension of the **Tourism Satellite Account (TSA)**.



Music is the best expression of our people and
for this reason, the core of our campaign



PROCOLOMBIA

EXPORTACIONES TURISMO INVERSIÓN MARCA PAÍS

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2018

1

MUSIC IS PART OF COLOMBIA

- More than 1.025 rhythms which make Colombia the country of a thousand rhythms

- The marimba music and the traditional chants from the Colombia South Pacific, the traditional Vallenato music of the Colombian Caribbean and the Colombian llano work songs are part of the list of UNESCO's Intangible Cultural

- "Each region in Colombia creates original rhythms" – Colombia reports

- "Colombia has hundreds of festivals and carnivals of international and national recognition" – El Espectador

- **Bogotá and Medellín are part of the UNESCO creative cities network for music.**

- On the Latin Billboard awards 2017 more than half the nominees were Colombian. 23 nominees total. – El Colombiano

- Colombian musicians such as Shakira, Carlos Vives, Fonseca, Maluma and Juanes are renowned artists and YouTube sensations

- "Colombia is the most important country in music today." – Alejandro Jimenez, Manager, Sony Music Andean Region.

2

MUSIC IS THE MOST CONSUMED CONTENT ON THE PLANET

95 OF THE TOP 100 MOST VIEWED VIDEOS ON **YouTube** ARE MUSIC VIDEOS, 8 ARE FROM COLOMBIAN ARTISTS



3

MUSIC IS A
POWERFUL VEHICLE
TO PROMOTE
TOURISM

Spain
LIVE MUSIC



TRAVEL 07/21/2017 02:11 pm ET

'Despacito' Is Making Everyone Want To Visit Puerto Rico

People are looking to see how they "do it down in Puerto Rico" for themselves.

By Suzy Strutner



TRENDING

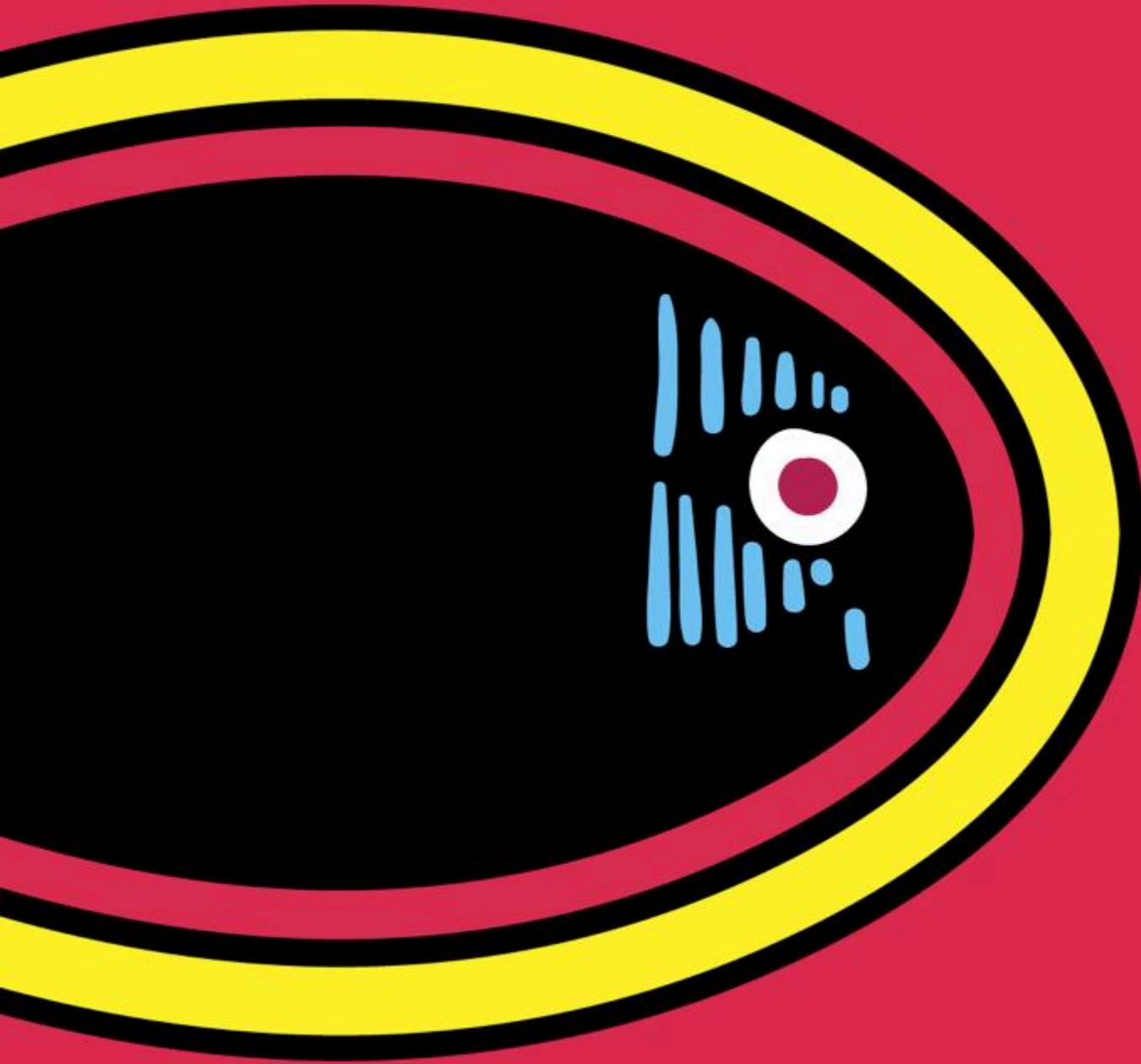
Angry Viewers Are In
To Laugh At Sean Spi
Emmy Take



MacGillivray Freeman's
**AMERICA'S
MUSICAL
JOURNEY**

VISITA **COLOMBIA**
TIERRA DE LA **SABROSURA**





Music reflects
Colombia's diversity
and abundance, the
emotions and the way
its people feel, which
we have summed up
in ONE word:

SABROSURA



SCAN THIS CODE AND DISCOVER THE SOUND OF COLOMBIA



SABROSURA: TOP LEVEL MEETINGS IN A CITY WITH HIGH RHYTHM AND STYLE. BOGOTA

COLOMBIA.TRAVEL

VISIT **COLOMBIA**
LAND OF **SABROSURA**
EVENTS - CONGRESS - INCENTIVES - CONVENTIONS





SCAN THIS CODE AND DISCOVER THE SOUND OF COLOMBIA



SABROSURA: MEMORABLE MEETINGS IN A SOPHISTICATED CITY FULL HISTORY. CARTAGENA.

COLOMBIA.TRAVEL

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SCAN THIS CODE AND DISCOVER THE SOUND OF COLOMBIA



SABROSURA:
ENJOYABLE EVENTS
INSPIRED BY THE POWERFUL
RHYTHM OF CALI'S
PEOPLE



COLOMBIA.TRAVEL

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SCAN THIS CODE AND DISCOVER THE SOUND OF COLOMBIA



SABROSURA:
YOUR BUSINESS SENSES
SHARPENED BY
THE COFFEE REGION'S
AROMA.



COLOMBIA.TRAVEL

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Music videos



Sabrosura

Views **7.981.728**

Countries: Mexico, Brazil, Spain, Argentina y EEUU, among others.



Una Eterna Primavera

Views **5.834.376**

Countries: Brazil, Mexico, Argentina, Spain, USA, among others.



Inmensa Llanura

Views **3.817.457**

Countries: Brazil, Mexico, Spain, Argentina, USA, among others.



Fly Away

Views **1.828.656**

Countries: Mexico, USA, Spain, Brazil, Argentina, among others.



Amazonas

Views **456.398**

Countries: Argentina, USA, Spain, Brazil, Mexico, among others.



Bogotá.
Simples Corazones

Views: **25.297.330**

More than 65 Million video playbacks in different platforms

Figures from april 30 2018

VISITA **COLOMBIA**
TIERRA DE LA **SABROSURA**





**BE A PIECE
OF OUR
PEACE**

COLOMBIA 



VISIT

COLOMBIA

LAND OF SABROSURA

