

Travel and Tourism - Colombia - November 2014

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“Colombia is undergoing a significant transformation as a tourism destination. With a rapidly growing local economy and considerable investment in local transport, tourism is well positioned to benefit from the changes that are taking place in the country. Peace and security are required for tourism to flourish, and Colombia today is becoming better known for its exciting tourism product than the troubles it has experienced in the past.”

This report looks at the following areas:

- What is the current state for tourism in Colombia?
- Who travels to and within Colombia?
- How do they travel and where do they stay?
- What does the future of tourism look like in Colombia?

Despite undergoing a significant transformation as a destination for travellers, tourism in Colombia is still fragile, as the sharp drop in tourist arrivals in 2010 showed. While there was a strong recovery the following year, it is clear that both external factors as well as those within the country will continue to have an impact on visitor numbers and expenditure.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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