

Colombia,
the only risk
is wanting
to stay

CONGRESSES
& CONVENTIONS



MICE

Irma Convention Center

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and share the Passion, your only
risk will be wanting to stay!



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Colombia,
the only risk
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to stay



Andres Carne de Res restaurant, Bogota

Its 992 miles coastline on the Pacific and Atlantic oceans produces a huge diversity of seafood that is the basis of the cuisine of coastal regions. Part of this seafood is quickly delivered to inland Colombia and is now part of the food culture of the inhabitants of the high plains.

With such natural and agricultural wealth, it is no wonder that the cuisine of Colombia is becoming increasingly sophisticated. The devotion of Colombians to night life and the constant search for new entertainment have resulted in a proliferation of good and varied restaurants.

The capital cities of the departments pride themselves on opening new bars and restaurants that offer new food and beverages based on local and foreign ingredients. Smaller cities are faithful to their ancestral traditions and offer succulent typical dishes in small restaurants managed by their owners.

NIGHTS FOR FUN

When it comes to having fun, Colombia has something for every preference. Restaurants, Pubs, Casinos and discos offer a variety of nightlife options. Ethnic diversity allows native and foreign rhythms to coexist and mix.

In recent years, several of our artists have gained international renown. Shakira, Juanes, Carlos Vives, Cibas, and Fonseca enliven nights for foreigners and Colombians alike.



SHOPPING

Tourist destinations possess large shopping areas and centers where national and international brands are offered at very reasonable prices. Products manufactured in Colombia are of excellent quality, especially in fashion and clothing, two fields in which the country is playing an increasing role in the international arena.

HISTORY AND CULTURE

The Colombian territory preserves evidence of ancestral pre-Columbian cultures, important colonial foundations, and two centuries of republican history. Signs of racial and cultural mixing can be seen in every region. Popular traditions are expressed in the various accents, customs, gastronomy, and landscapes of the regions.

NATURAL PARKS AND RESERVES

Colombia has 53 protected areas of different categories within its system of national natural parks. Total extension surpasses nine million hectares.

With 9% of the country's area, the national park system is one of the largest in the world in relation to the size of the country.

Colombia constitutes an exceptional case in terms of biodiversity: it occupies first place in birds, orchids, and palm trees; second place in plants and amphibians; and third in reptiles. It concentrates 10% of the world's biota in less than 1% of the world's territory!

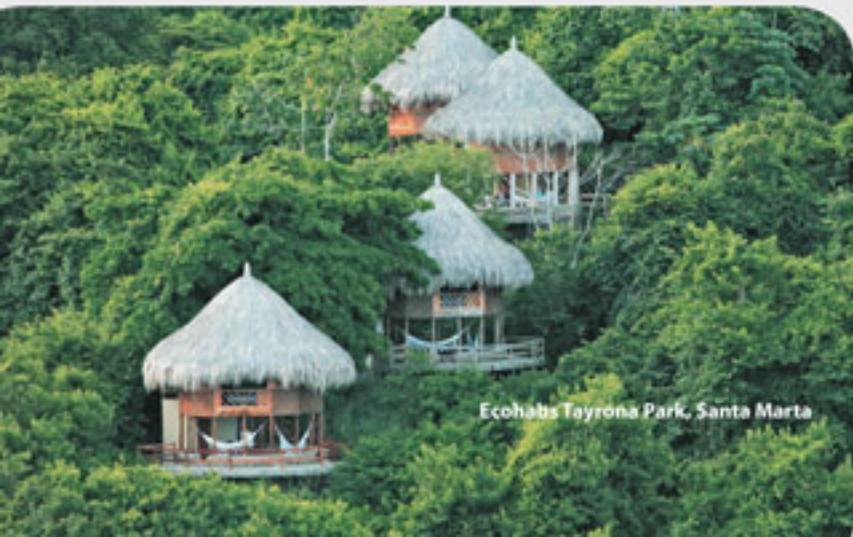
Colombia's natural parks are home to many ethnic Indian groups that have occupied their territory for centuries. Nowadays, 87 of the 300 or so indigenous groups that existed in the time of the Spanish conquest still remain.

The surviving tribes are protected by special laws that confer them the autonomous management of several affairs, yet compel them to contribute actively to the preservation of the wild flora and fauna in the ecosystems that support them.

ADVENTURE TOURISM

Colombia is divided into five natural regions: Andean, Caribbean, Pacific, Orinoquia and Amazonia, each of which offers very different environments for adventure tourism.

The high peaks and steep slopes of the Andes Mountains are ideal for rock climbing, hiking, and mountain biking. In several places, it is also possible to explore caves and go canyoning.



Ecohabs Tayrona Park, Santa Marta

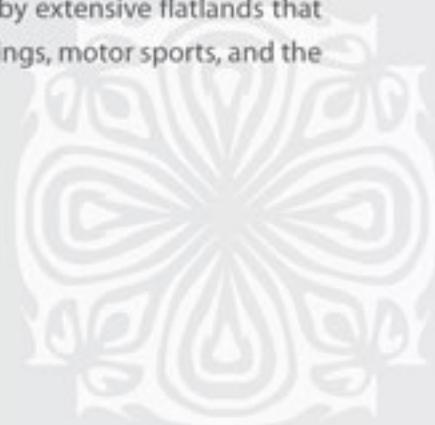
The strong winds generated the whole year by steep slopes allow the practice of delta wing and paragliding. And the slopes generate rapids and waterfalls that are just right for wet rappelling and kayaking.

All sorts of water sports may be practiced in the Caribbean Sea: sailing, windsurfing, and kayaking, for instance. Additionally, lovers of diving will find a large variety of marine flora and fauna, some of the longest coral reefs in the world, and the remains of sunken ships.

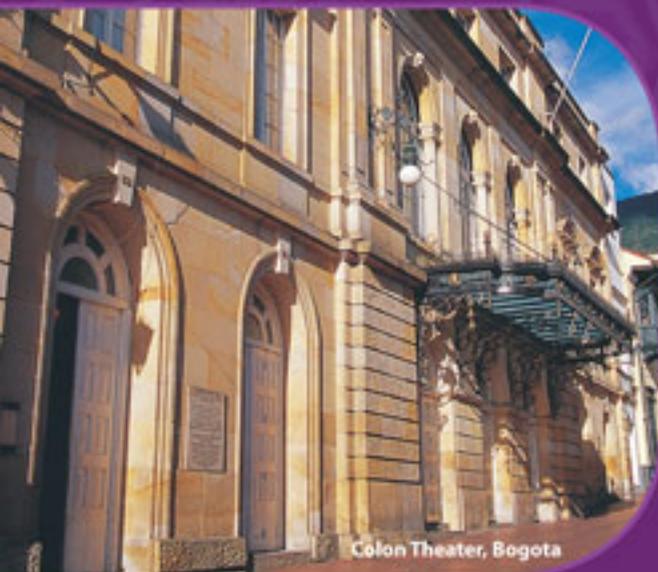
In southeastern Colombia, the Pacific region is a privileged spot for sports fishing. An infinite number of species inhabit the depths of its waters, embedded in a rich topography of valleys and vertical walls.

Towards the end of the year, when the water in the northern hemisphere becomes too cold, it is possible to witness one of the most beautiful sights nature can offer: the arrival of the humpbacked whales in search of warm waters for giving birth to their young.

The Pacific coast and the Amazon and Orinoquia regions are the most virgin areas in the Colombian geography. Rainforests predominate in the Pacific and Amazon regions, while the Orinoquia region is characterized by extensive flatlands that lend themselves to beautiful crossings, motor sports, and the navigation of imposing rivers.



BOGOTA



Colon Theater, Bogota

The Colombian capital, with close to eight million inhabitants, is a modern, cosmopolitan city that has become one of the main industrial, trade and business hubs on the continent.

Once capital of the Vice-Royalty of Nueva Granada, Bogota preserves its narrow streets, large colonial and republican houses, temples, museums, and theaters in the historic and institutional center of La Candelaria district and its surroundings.

Several of the old buildings have been adapted to become hotels, restaurants, bars and cafes, allowing visitors to be exposed to history in a bohemian and cultural environment.



Corferias, Bogotá



The city has over forty museums, several of which are known internationally. The Gold Museum is one of them, with the world's largest metalwork collection of 36,000 pre-Columbian pieces. The Museo Nacional houses works of art from various periods.

Cultural activities extend to theater halls. The Ibero-American Theater Festival, one of the largest in the world, takes place in Bogota every other year. The city also offers music festivals, opera, zarzuela, and bullfighting seasons.



During the last decade, Bogota has undergone a notable social and urban transformation. At present, the city has one of the better-designed infrastructures on the continent, with numerous parks, public spaces, an important library network, and an efficient mass transportation system by the name of Transmilenio.

Concerning spaces for events, Bogota has several large convention centers, an important fairground, and a variety of meeting rooms. The hotel offer is wide and renders splendid services.

Shopping centers offer high-quality products at good prices. Nightlife is lively and varied, with bars and discos to suit all tastes. In addition, Bogota prides itself on offering one of the best cuisines in Latin America.

The surrounding areas offer visits to flower exporting plantations, sacred lakes, and charming villages like Zipaquirá, with its famous Salt Cathedral, carved in an old salt mine. It is also possible to visit over thirty golf courses, all blessed by ideal weather practically 365 days a year.

Additional information on destination:

Bogota Conventions and Visitors Bureau:
www.bogotacvb.com

Tourism Promotion Board:
www.bogotaturismo.gov.co

ACCESS ROUTES

Bogota may be reached by land and by air. El Dorado International Airport, less than 7 miles from downtown, welcomes over 300 international flights a day in its main terminal and 600 national flights between the main terminal and the Puente Aéreo, a secondary terminal for the exclusive use of the Avianca airline.

The city is connected to other capital cities and other regions in the country by a good network of trunk and secondary roads.

INTERNATIONAL FLIGHT FREQUENCIES

ORIGIN	DESTINATION	AIRLINE	Su	M	Tu	W	Th	F	Sa	TOTAL
Toronto	Bogota	Air Canada			1		1		1	3
Sao Paulo	Bogota	Avianca	1	1	1	1	1	1	1	7
Sao Paulo	Bogota	Vrg Linhas Aereas S.A.	1	1	1	1	1	1	1	7
Santiago	Bogota	Avianca	1	1		1		1	1	5
Santiago	Bogota	Lan	1		1		1			3
San Jose	Bogota	Avianca	1	1		1		1		4
San Jose	Bogota	Lacsa	1	1	1	1	1	1	1	7
Quito	Bogota	Avianca	4	3	4	4	4	4	4	27
Punta Cana	Bogota	Avianca	1							1
Por La Mar	Bogota	Avianca							1	1
Paris	Bogota	Air France	1	1	1	1	1	1	1	7
Panama	Bogota	Aero Republica	2	2	2	2	2	2	2	14
Panama	Bogota	Avianca	2	2	2	2	2	2	2	14
Panama	Bogota	Copa	2	2	2	2	2	2	2	14
New York	Bogota	Avianca	1	1	1	1	1	1	1	7
New York	Bogota	Continental	1	1	1	1	1	1	1	7
Miami	Bogota	American Airlines	2	2	2	2	2	2	2	14
Miami	Bogota	American Airlines	1	1	1	1	1	1	1	7
Miami	Bogota	Avianca	2	2	2	2	2	2	2	14
Miami	Bogota	Lan	1		1	1				3
Mexico	Bogota	Avianca	1	1	1	1	1	1	1	7
Mexico	Bogota	Mexicana	1	2	2	2	2	2	1	12
Madrid	Bogota	Air Comet	1		1			1	1	4
Madrid	Bogota	Avianca	1	1	1	1	1	1	1	7
Madrid	Bogota	Iberia	2	2	1	1	1	2	1	10
Los Angeles	Bogota	Avianca	1	1		1		1		4
Lima	Bogota	Taca	2	2	2	2	2	2	2	14
Lima	Bogota	Avianca	2	2	2	2	2	2	2	14
Lima	Bogota	Lan	1	1	1	1	1	1	1	7
Houston	Bogota	Continental	1	1	1	1	1	1	1	7
Havana	Bogota	Cubana							1	1
Fort Lauderdale	Bogota	Avianca	1	1	1	1	1	1	1	7
Curaçao	Bogota	Avianca		1			1			2
Curaçao	Bogota	Dutch Antilles			1			1		2
Caracas	Bogota	Avianca	4	5	5	5	5	5	4	33
Buenos Aires	Bogota	Aerolineas Argentinas	1		1		1	1		4
Buenos Aires	Bogota	Avianca	1		1		1		1	4
Barcelona	Bogota	Avianca	1				1			2
Atlanta	Bogota	Delta	1	1	1	1	1	1	1	7
Aruba	Bogota	Avianca	1			1		1		3



Villa de Leyva, Boyaca

NATIONAL FLIGHT FREQUENCIES

ORIGIN	DESTINATION	AIRLINE	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL	DURATION
Armenia	Bogota	Aires	2	2	2	2	2	2	1	13	45 min
Armenia	Bogota	Avianca	2	3	3	3	3	2	2	18	50 min
Armenia	Bogota	Easy Fly S.A.	3	2	2	3	2	2	3	17	45 min
Barranquilla	Bogota	Aero Republica	3	4	4	4	4	4	2	25	1 Hr 25 min
Barranquilla	Bogota	Avianca	4	4	4	3	4	4	4	27	1 Hr 25 min
Cali	Bogota	Aero Republica	4	6	6	6	6	6	4	38	1 Hr 05 min
Cali	Bogota	Avianca	12	12	12	12	11	12	8	79	1 Hr
Cartagena de Indias	Bogota	Aero Republica	4	4	4	4	4	4	4	28	1 Hr 29 min
Cartagena de Indias	Bogota	Avianca	8	8	8	8	7	8	8	55	1 Hr 20 min
Manizales	Bogota	Avianca	6	7	7	7	7	7	7	48	45 min
Medellin	Bogota	Satena	5	8	8	8	8	8	5	50	34 min
Medellin	Bogota	Aero Republica	1	1	1	1	1	1	1	7	50 min
Medellin	Bogota	Aero Republica	3	5	5	5	5	5	3	31	53 min
Medellin	Bogota	Avianca	12	15	15	14	14	14	10	94	50 min
Pereira	Bogota	Aero Republica	1	1	1	1	1	1	1	7	50 min
Pereira	Bogota	Avianca	2	3	2	2	2	3	2	16	50 min
San Andres	Bogota	Aero Republica	3	3	3	3	3	3	3	21	2 Hrs
San Andres	Bogota	Avianca	1	1	1	1	1	1	1	7	45 min
Santa Marta	Bogota	Aero Republica	2	2	2	2	2	2	2	14	1 Hr 25 min
Santa Marta	Bogota	Avianca	2	2	2	2	2	2	2	14	1 Hr 25 min

LAND DISTANCES

Various good and fast access routes connect the city to the rest of the country.

There are 4 main road entrances to the city: The autopista Norte that connects the northern and Eastern regions to the capital; the autopista Sur that connects the southern and western regions to the city; the autopista Medellin which is the route from the second largest city in the country and an alternative route from the Caribbean coast; and the entrance from the Llanos Orientales, the southeastern end of the country.

FROM	TO	DISTANCE IN KM	DISTANCE IN MILES
Armenia	Bogota	292	181
Barranquilla	Bogota	986	611
Bucaramanga	Bogota	393	244
Cali	Bogota	487	302
Cartagena de Indias	Bogota	1073	665
Manizales	Bogota	381	236
Medellin	Bogota	399	247
Pereira	Bogota	334	207
Santa Marta	Bogota	951	590



Corferias, Bogotá

FAIRGROUNDS

CORFERIAS

Corferias is a fair complex with all the necessary services for exhibitors and visitors. At present, it has 22 pavilions with an indoor area of 672.500 sq ft and an outdoor exhibit area of 161.400 sq ft.

There are also areas for complementary services, among them, the convention center, a buyer's registration space, a food court, parking lots, support offices, ATMs, information centers, and exhibitor's warehouses, among others.

www.corferias.com

CONGRESSES & CONVENTIONS



Colombia
is passion!

CONVENTION CENTERS

GONZALO JIMENEZ DE QUESADA

The Gonzalo Jimenez de Quesada Convention Center was inaugurated in 1980 as part of an urban complex by the name of International Trade Center. It is located about 15 minutes from El Dorado Airport, in an area of confluence of banking, tourist and trade services.

www.corpocentros.com

TEQUENDAMA CROWNE PLAZA HOTEL & CONVENTION CENTER

The Tequendama Crowne Plaza Hotel & Convention Center has 70.000 sq ft for meetings, distributed in 32 salons with capacities ranging from 10 to 2,500 people. It is part of the traditional Hotel Tequendama, which is considered a cultural interest site and is one of the most comfortable and elegant hotels in the city.

www.cptequendama.com.co

COMPENSAR

The Compensar Convention Center has two large auditoriums, fifteen meeting rooms, and wide outdoor areas for exhibits, trade samples, and concerts.

www.compensar.com

SHERATON HOTEL & CONVENTION CENTER

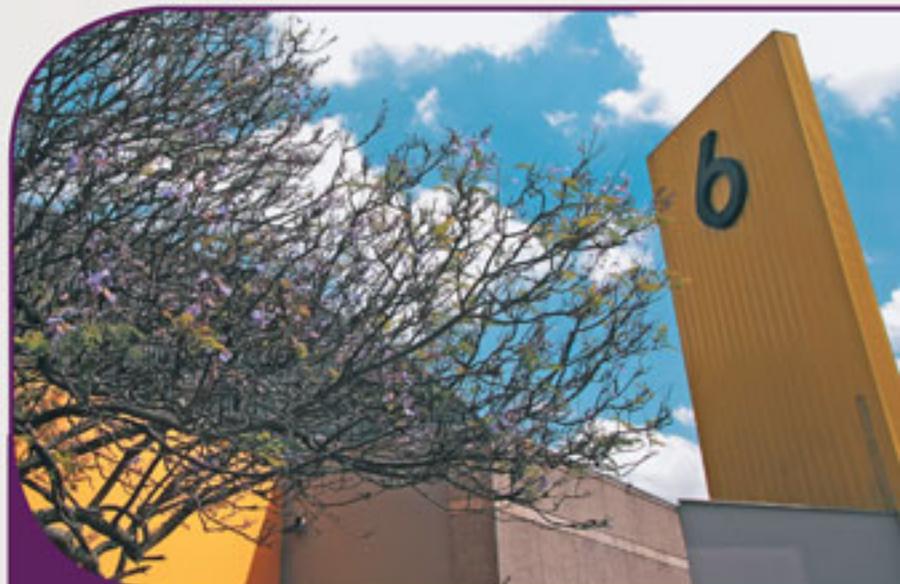
The Sheraton Hotel & Convention Center has 24.000 sq ft for meetings, distributed in eight salons with capacities from 10 to 1,400 people.

www.ghlhoteles.com

CORFERIAS CONVENTION CENTER

The Corferias Convention Center is part of the fairgrounds by the same name. It was specially designed for conventions and is equipped with the latest in technology and support for meetings.

www.corferias.com



Corferias, Bogota

CARTAGENA DE INDIAS

The background of the page is a photograph of the interior of a grand, ornate theater. The theater features multiple tiers of balconies with intricate wooden railings and decorative elements. The seats are upholstered in a deep red fabric. The ceiling is high and features a large, colorful fresco or mural. The lighting is warm and focused on the stage area.

GENERAL INFORMATION

Cartagena de Indias was founded in 1533 by Pedro de Heredia and soon became the greatest military base in Spanish America. For centuries, the walled city defended itself from its European enemy powers, France and England, who coveted the gold of the Spanish Crown.

Cartagena de Indias was the first city in Colombia to declare its independence from Spain, in November 1811. It was also the first city to suffer the scourge of the Spanish troops when they attempted a second conquest in 1815. The city valiantly withstood the enemy's attacks and soon after became known as "La Heroica" (the heroic city).



Heredia Theater, Cartagena de Indias



Cartagena de Indias Cathedral

Cartagena de Indias has done a beautiful job of preserving its historic center, with its colonial mansions, colorful balconies, and narrow streets that lead to lovely plazas planted with trees; its colonial churches; and old cloisters that have been recently converted into luxury hotels. The old wall is also preserved, as well as the castles and fortresses that defended the bay.

Outside the Corralito de Piedra, (the little stone corral), as the colonial city is lovingly called, is a modern, vibrant city that offers comfortable hotels, restaurants, and shopping areas to its visitors.

One of the largest convention centers in Colombia is located in Cartagena de Indias: the Cartagena de Indias Conventions & Visitors Center, which can host events for up to 6,000 people.

The city offers excellent bathing spots at Bocachica, Punta Baru, Punta Canoas, and Tierrabomba. An hour by boat from the Bay of Cartagena, in the midst of warm waters and coral banks, is the archipelago of the islands of Rosario and San Bernardo. This is a beautiful seascape and landscape of white-sanded beaches that is truly ideal for diving and water sports.

Cartagena de Indias Conventions & Visitors Center
www.cicavb.com
www.cartagenatravel.com

Cartagena de Indias City Hall
www.alcaldiadecartagena.gov.co

Corporacion de Turismo Cartagena de Indias
www.turismocartagenadeindias.com

ACCESS ROUTES

The Rafael Nuñez International Airport, which bears the name of the President of Colombia who composed the verses of the National Anthem, is situated within the urban perimeter of the city, only ten minutes away from the historic center.

INTERNATIONAL FLIGHT FREQUENCIES

ORIGIN	DESTINATION	AIRLINE	Su	M	Tu	W	Th	F	Sa	TOTAL
Panama	Cartagena de Indias	Aero Republica		1			1		1	3
Miami	Cartagena de Indias	Avianca	1	1	1	1	1	1	1	7
Fort Lauderdale	Cartagena de Indias	Spirit	1	1	1	1	1	1	1	7
Panama	Cartagena de Indias	Aires	2	2	2	2	2	2	2	14
Aruba	Cartagena de Indias	Aires							1	1
Curaçao	Cartagena de Indias	Aires		1		1		1		3
Maracaibo	Cartagena de Indias	Copa	1	1	1	1	1	1	1	7

NATIONAL FLIGHT FREQUENCIES

ORIGIN	DESTINATION	AIRLINE	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL	DURATION
Barranquilla	Cartagena de Indias	Aires	2	3	2	3	2	3	3	18	25 min
Bogota	Cartagena de Indias	Aero Republica	4	4	4	4	4	4	4	28	1 Hr 29 min
Bogota	Cartagena de Indias	Avianca	7	7	7	7	7	6	7	48	1 Hr 20 min
Cali	Cartagena de Indias	Aero Republica	1	1	1	1	1	1	1	7	1 Hr 25 min
Cali	Cartagena de Indias	Avianca	1				1	1	1	4	1 Hr 25 min
Medellin	Cartagena de Indias	Avianca	3	3	3	3	3	3	3	21	1 Hr 20 min
Pereira	Cartagena de Indias	Avianca	1	1	1	1		1		5	1 Hr 11 min
San Andres	Cartagena de Indias	Aero Republica		1		1	1	1		4	1 Hr 25 min

LAND DISTANCES

Cartagena de Indias is located very close to Barranquilla and Santa Marta, the two main continental ports of Colombia on the Atlantic Sea. The roads that connect these three cities are excellent, as well as the roads that connect them to inland Colombia.

FROM	TO	DISTANCE IN KM	DISTANCE IN MILES
Armenia	Cartagena de Indias	909	564
Barranquilla	Cartagena de Indias	109	68
Bogota	Cartagena de Indias	1073	665
Bucaramanga	Cartagena de Indias	685	425
Cali	Cartagena de Indias	1099	681
Manizales	Cartagena de Indias	908	563
Medellin	Cartagena de Indias	615	381
Pereira	Cartagena de Indias	865	536
Santa Marta	Cartagena de Indias	196	122

CONVENTION CENTERS

CARTAGENA DE INDIAS CONVENTION CENTER

The Centro de Convenciones Cartagena de Indias covers an area of 204.440 sq ft and comprises three large sections: the Barahona grand salon, the Getsemani auditorium and Las Animas Cloister. An additional 204.440 sq ft are devoted to a parking lot.

www.corpocentros.com

LAS AMERICAS RESORT & CONVENTION CENTER

Las Americas Resort & Convention Center offers several meeting rooms with a maximum capacity of 650 people. The center is part of a hotel by the same name, which has 250 luxury rooms, a business center, a spa, shops, a beauty salon, tennis courts, mini-golf, two swimming pools and a 1312 ft long beach.

www.hotellasamericas.com.co

CARTAGENA HILTON HOTEL & CONVENTION CENTER

The Cartagena Hilton Hotel & Convention Center offers twenty meeting rooms equipped with a latest technology and with a maximum capacity of 2,300 people. Among the conveniences are simultaneous translation cabins, high-speed wireless internet connections, audiovisual equipment, and a complete business center. The hotel proper has 340 rooms and all the comforts of a luxury resort.

www.hilton.com





Clock Tower, Cartagena de Indias

MEDELLIN

GENERAL INFORMATION

Medellin is the capital of the department of Antioquia and Colombia's second city. It is located in the northwest of the country in the Aburra valley. The city and its metropolitan area have a population of 3,204,471 inhabitants, the equivalent of 12% of the total population of the country.

At present, it prides itself on being one of the most dynamic and entrepreneurial cities in South America. Its solid, diversified economy has allowed it to become an important industrial, trade, and financial hub.

The city possesses the best public utilities infrastructure in the entire country and modern settings for all kinds of events.

Recent city administrations have been intent on improving the living conditions of the citizens by developing high-impact projects such as the construction of a metropolitan rail transportation system; the Metrocable, a cable car system; and a generous network of libraries and public institutions centered on technical training.

As a consequence of implementing these projects, the city has become an outstanding example of urban and social renewal and an interesting destination for international visitors.

Medellin is also a favorite shopping destination. Stores, shops, and shopping centers offer excellent products at very good prices.

The city is especially interesting for people interested in fashion, clothing manufacturing, and *haute couture*, important sectors in which it has been specializing over the course of the years.

Every year, Medellin celebrates Colombiamoda, one of the most important fashion events in Latin America.

Medellin Convention and Visitors Bureau:

www.medellinconventionbureau.com

Medellin City Hall:

www.medellin.gov.co

Medellin Culture & Tourism Office:

www.culturayturismomedellin.com

Department of Antioquia Governor's Office:

www.gobant.gov.co

International Cooperation Agency:

www.acimedellin.org

Antioquia Branch of the Colombian Hotel Association

Cotelco Antioquia:

www.cotelcoantioquia.org



Panoramic view of Medellín at night

Sculpture by Fernando Botero, Medellín

ACCESS ROUTES

The Jose Maria Cordova International Airport is located in the municipality of Rionegro, only an hour away from Medellin. The old Enrique Olaya Herrera Airport is located in the center of the city and operates as a domestic terminal accepting smaller flights coming from all over the country.

The city is connected to other capital cities and other regions in the country by a good network of trunk and secondary roads.

INTERNATIONAL FLIGHT FREQUENCIES

ORIGIN	DESTINATION	AIRLINE	Su	M	Tu	W	Th	F	Sa	TOTAL
Quito	Medellin	Lan	1	1	1	1	1	1	1	7
Panama	Medellin	Aero Republica	1	1	1	1	1	1	1	7
Panama	Medellin	Copa	1	1	1	1	1	1	1	7
New York	Medellin	Avianca	1	1	1	1	1	1	1	7
Miami	Medellin	American Airlines	3	3	3	3	3	3	3	21
Miami	Medellin	Avianca	1	1	1	1	1	1	1	7
Caracas	Medellin	Aero Republica	1	1	1	1	1	1	1	7

NATIONAL FLIGHT FREQUENCIES

ORIGIN	DESTINATION	AIRLINE	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL	DURATION
Bogota	Medellin	Satena	6	8	8	8	8	8	3	49	32 min
Bogota	Medellin	Aero Republica	4	6	6	6	6	6	4	38	50 min
Bogota	Medellin	Avianca	4	5	5	4	4	4	1	27	55 min
Bogota	Medellin	Avianca	6	8	8	8	8	8	6	52	55 min
Cali	Medellin	Satena	1	2	2	2	2	2	2	13	40 min
Cali	Medellin	Avianca	4	4	4	4	4	4	4	28	1 Hr
Cartagena de Indias	Medellin	Avianca	3	3	3	3	3	3	3	21	55 min
Pereira	Medellin	Satena	1	2	2	2	2	2		11	25 min
San Andres	Medellin	Aero Republica	1	1	1	1	1	1	1	7	1 Hr 50 min
Santa Marta	Medellin	Avianca	1	1	1	1	1	1	1	7	1 Hr 25 min

LAND DISTANCES

FROM	TO	DISTANCE IN KM	DISTANCE IN MILES
Armenia	Medellin	266	165
Barranquilla	Medellin	758	470
Bogota	Medellin	399	247
Bucaramanga	Medellin	478	296
Cali	Medellin	444	275
Cartagena de Indias	Medellin	615	381
Manizales	Medellin	265	164
Pereira	Medellin	225	140
Santa Marta	Medellin	851	528

COLOMBIA

THE IDEAL DESTINATION FOR CONGRESSES, CONVENTIONS, AND INCENTIVE TRIPS.

There is a place in the world where you run the risk of wanting to stay as soon as you get to know it. The place is called Colombia. Get ready! You are about to let yourself be charmed by the options offered by our country for congresses, conventions, events, and incentive trips.

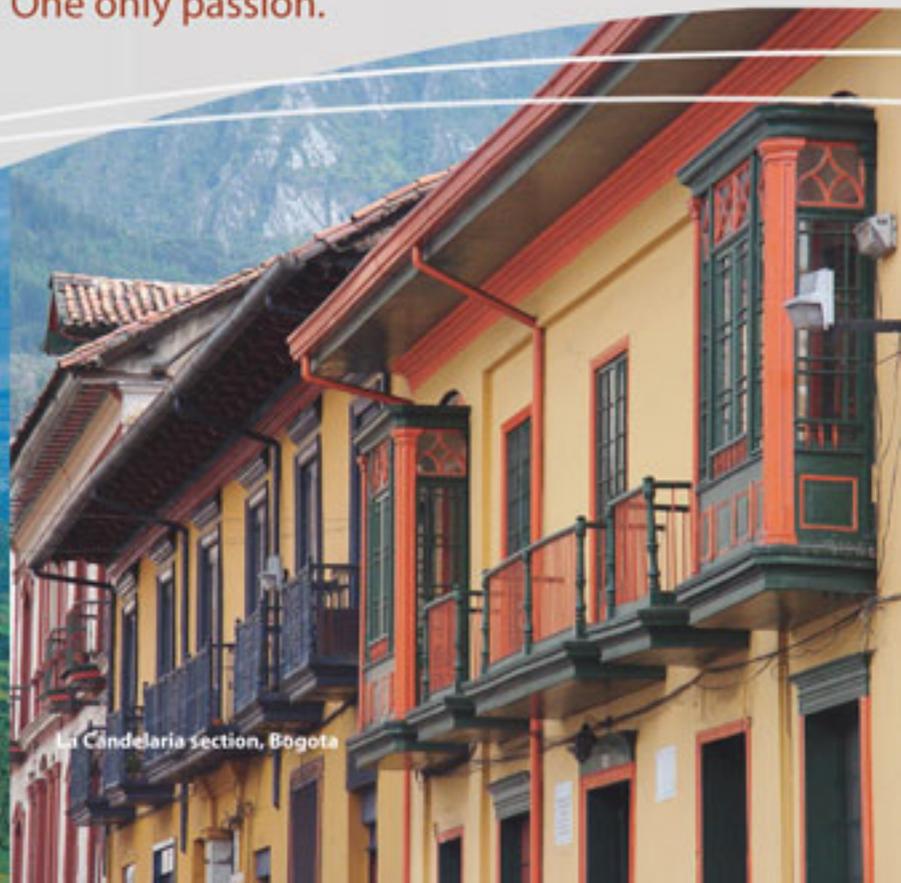
Colombia offers a multitude of destinations with optimal conditions for all kinds of events. And there is a large variety of suitable options to choose from. There are sites for big events, as well as for more modest ones, yet all of them are equipped with high-quality technology and service infrastructure.

You may choose from different settings, and we give you the choice of selecting the landscape you prefer. It is difficult to find a place on this planet with as much bountiful natural wealth and as many exuberant landscapes, marked cultural contrasts, and entertainment alternatives. All these qualities will make your event or incentives trip an unforgettable experience.

**Colombia, a universe of possibilities.
One only passion.**



Panoramic view of Café Triangle



La Candelaria section, Bogotá

FAIRGROUNDS AND CONVENTION CENTERS

PLAZA MAYOR EXHIBITIONS AND CONVENTIONS CENTER

Two settings for important events are located in Plaza Mayor: the Palacio de Exposiciones (exhibit palace) and a large convention center.

At present, this is one of the main stages for meetings between producers, distributors, traders, and consumers from all economic sectors.

The **Palacio de Exposiciones** has four indoor pavilions in 129,120 Sq ft where up to 500 booths can be mounted. It

has a similar area for outdoor exhibits, an ample conference room, a VIP salon, a food court, a registration area, and 530 parking spaces.

The **Plaza Mayor convention center** has 21 meeting rooms, a grand salon for 3,000 people, 9 rooms for committee meetings with capacities ranging from 20 to 300 people, registration areas, and 280 parking spaces.

Additionally, there are a pressroom, a VIP room, a business center, and offices for congress operators.

www.plazamayor.com.co

MEDELLIN INTERCONTINENTAL HOTEL & CONVENTION CENTER

The Medellín Intercontinental Hotel convention center has 16 function rooms with a capacity of up to 1,200 people; and 480 parking spaces, in addition to all the services and comforts of a great hotel.

www.ichotelsgroup.com/h/d/ic/1/es/hd/mdeha

CALI, VALLE DEL CAUCA

GENERAL INFORMATION

Cali is one of the oldest cities in the country. Although it was founded in 1536, it gives the impression of being the youngest due to the cheerfulness of its people and the accelerated development process that began in the forties. It is now the third city in the country and one of its main trade, agricultural, and industrial hubs.

A major part of this development is due to the fertility of the land, which is crossed from south to north by the beautiful and copious Cauca River, and to its closeness to Buenaventura on the Pacific Ocean, the largest port in the country.

Today, the capital of the department of Valle del Cauca is a modern, cheerful and vibrant city. Its public utilities infrastructure is excellent and it possesses the best roads in the country. The city offers good hotels and meeting rooms, and recently inaugurated one of the most modern event centers in the country, with a capacity for 16,000 people.



The Cat by Hernando Tejada

The surrounding areas offer sports adventures, beautiful colonial haciendas, a museum devoted to the sugar cane process, and water sports in the Calima lake.

If you decide to go partying, Cali is known as the world capital of salsa and offers the best options for nightlife entertainment.

Additional information on destination

Cali City Hall - Cali Culture and Tourism Office:
www.cali.gov.co

Cali Chamber of Commerce:
www.ccc.org.co

Valle del Cauca Branch of the Colombian Hotel Association - Cotelvalle:
www.cotelvalle.com

ACCESS ROUTES

The Alfonso Bonilla Aragon International Airport, also known as Palmaseca International Airport, is the second airport in the country in terms of number of passengers and the fourth in terms of freight. It is located in the Municipality of Palmira, just half an hour away from Cali.

INTERNATIONAL FLIGHT FREQUENCIES

ORIGIN	DESTINATION	AIRLINE	Su	M	Tu	W	Th	F	Sa	TOTAL
Tulcan	Cali	Tame		1		1		1		3
Panama	Cali	Aero Republica	1	1	1	1	1	1	1	7
Panama	Cali	Copa	1	1	1	1	1	1	1	7
Miami	Cali	American Airlines	1	1	1	1	1	1	1	7
Miami	Cali	Avianca	1	1	1	1	1	1	1	7
Madrid	Cali	Avianca		1	1	1			1	4

NATIONAL FLIGHT FREQUENCIES

ORIGIN	DESTINATION	AIRLINE	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL	DURATION
Bogota	Cali	Aero Republica	1	2	2	2	2	2	2	13	1 Hr 09 min
Bogota	Cali	Aero Republica	3	4	4	4	4	4	2	25	1 Hr 05 min
Bogota	Cali	Avianca	13	14	15	13	13	15	10	93	1 Hr
Cartagena de Indias	Cali	Aero Republica	1	1	1	1	1	1	1	7	1 Hr 25 min
Medellin	Cali	Satena		1	1	1	1	1	1	6	41 min
Medellin	Cali	Avianca	4	4	4	4	4	4	4	28	1 Hr 10 min
San Andres	Cali	Aero Republica	2	2	2	2	2	2	2	14	2 Hrs

LAND DISTANCES

The department of Valle del Cauca has the best road infrastructure in the country. This is due in great measure to the need to connect the most important port in the country, Buenaventura, on the Pacific coast. Additionally, the topographical conditions of the region are suitable for building large highways like as the Panamerican Highway that comes from Ecuador and connects Cali with the rest of the country.

FROM	TO	DISTANCE IN KM	DISTANCE IN MILES
Armenia	Cali	194	120
Barranquilla	Cali	1214	753
Bogota	Cali	487	302
Bucaramanga	Cali	844	523
Cartagena de Indias	Cali	1099	681
Manizales	Cali	287	178
Medellin	Cali	444	275
Pereira	Cali	219	136
Santa Marta	Cali	1241	769

Valle del Pacifico Events Center – Cali, Valle del Cauca



FAIRGROUNDS AND CONVENTION CENTERS

VALLE DEL PACIFICO EVENTS CENTER

The Valle del Pacifico Events Center, inaugurated in 2007, is the most recent and modern in the country. Its extension is 1.183.600 sq ft and its capacity, 16,000 people.

www.ccc.org.co

CALI INTERCONTINENTAL HOTEL & CONVENTION CENTER

The Cali Intercontinental Hotel & Convention Center has 16 function rooms with a capacity of up to 700 people in addition to all the services and comforts of a great hotel.

www.hotelesestelar.com

GENERAL INFORMATION

Santa Marta is the oldest Hispanic city in America and a starting point for the conquest of what came to be known as the Nuevo Reino de Granada, or New Kingdom of Granada. The site was chosen because of the security and beauty of its imposing bay.

At present, Santa Marta is one of the main ports in the country, yet it preserves its historic center and several important monuments from the republican period, such as the Quinta de San Pedro Alejandrino, the country estate where the liberator Simon Bolivar passed away in 1830.

Santa Marta has interesting natural attractions and archaeological relics; excellent beaches; landscapes with amazing contrasts; natural reserves; a national park; and the Sierra Nevada, the tallest mountain massif in the country and seat of Ciudad Perdida and Pueblito, two pre-Columbian cities from the Tayrona culture.

Santa Marta is an ideal destination for lovers of nature, adventure, and nautical sports. It has a good infrastructure in the way of public utilities, shopping, restaurants, meeting rooms and enough hotel accommodations for participants in large conferences and congresses.

Tourism Promotion Fund:
www.santamartaturistica.com

Santa Marta City Hall:
www.santamarta.gov.co



SANTA MARTA



Taganga, Santa Marta

ACCESS ROUTES

Santa Marta's airport does not take international flights. Yet, the city is just a short distance away from the air terminals in Barranquilla and Cartagena de Indias, which can serve as a point of entry for visitors arriving from abroad.

It is possible to fly to Santa Marta from the Bogota and Medellin airports, both of which offer frequent connecting flights.

FLIGHT FREQUENCIES

Table of national flight frequencies

ORIGIN	DESTINATION	AIRLINE	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL	DURATION
Bogota	Santa Marta	Aero Republica	2	2	2	2	2	2	2	14	1 Hr 30 min
Bogota	Santa Marta	Avianca	2	2	2	2	2	2	2	14	1 Hr 25 min
Medellin	Santa Marta	Avianca	1	1	1	1	1	1	1	7	1 Hr 35 min

LAND DISTANCES

Santa Marta is situated at a very short distance from Barranquilla and Cartagena de Indias, two of the main continental ports on the Caribbean Sea. The roads between the three cities are excellent, as well as the roads that go inland. Due to city's importance as a regional development pole, maintenance is very good.

FROM	TO	DISTANCE IN KM	DISTANCE IN MILES
Armenia	Santa Marta	1117	693
Barranquilla	Santa Marta	87	54
Bogota	Santa Marta	951	590
Bucaramanga	Santa Marta	534	331
Cali	Santa Marta	1241	769
Cartagena de Indias	Santa Marta	196	122
Manizales	Santa Marta	956	593
Medellin	Santa Marta	851	528
Pereira	Santa Marta	1009	626

CONVENTION CENTERS

SANTAMAR ESTELAR CONVENTION CENTER

The Santamar Estelar Hotel & Convention Center is strategically located only five minutes away by car from the Simon Bolivar airport in one of the most exclusive vacation areas in the region. It offers various meeting spaces with a capacity of holding up to 1,100 people in auditorium layout, plus all the comforts of a luxury hotel.

www.hotelesestelar.com

IROTAMA HOTEL & CONVENTION CENTER

The Irotama Hotel & Convention Center is an architectural complex immersed in exuberant tropical vegetation that is home to hundreds of birds and exotic animals. It has a kilometer-long beach and all the conveniences of a high category resort.

www.irotama.com



El Rodadero Beach, Santa Marta



THE CAFÉ TRIANGLE

Although coffee cultivation is much extended in Colombia, it is commonly associated with three departments: Caldas, Risaralda, and Quindio, the reason being that in other departments coffee cultivation is one activity among several, while in the Triangle it is the veritable culture of the land and the people.

The Triangle encompasses three mid-sized cities, which are quite close to each other, everyone with its own airport and sufficient infrastructure for mid-sized events.

Visitors also have the opportunity to get to know coffee farms, natural parks, theme parks, practice adventure sports, enjoy popular fairs and festivals, and devote themselves to relaxation and the contemplation of one of the most beautiful landscapes in the Colombian geography.

GEOGRAPHIC LOCATION

A GEO-STRATEGIC PLACE AT A WORLD CROSSROADS

Colombia is situated on the northwestern end of South America, at the geographic center of the American continent. This privileged location facilitates encounters among visitors coming from both ends of the American continent. Additionally, our location is relatively equidistant from Africa and Asia, making it easy for visitors from those continents to meet. Thus, by virtue of its position at one of the world's crossroads, Colombia is the perfect host for international events.



Panoramic view of Medellín



Beach in the Archipelago of San Andrés, Providencia and Santa Catalina



Panoramic view of Café Triangle. Photo courtesy of Carlos Hoyos

ACCESS ROUTES

The Café Triangle is served by three airports, one in each of its three main cities: Manizales, Pereira, and Armenia. Additionally, it has excellent roads that lead to all the corners of the coffee region and connect to all other regions in the country.

Flight Frequencies

National flight frequencies table

ORIGIN	DESTINATION	AIRLINE	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL	DURATION
Bogota	Armenia	Aires	2	2	2	2	2	1	1	12	45 min
Bogota	Armenia	Avianca	2	4	4	4	4	3	2	23	50 min
Bogota	Armenia	Easy Fly S.A.	3	1	2	1	1	1	2	11	1 Hr 50 min
Bogota	Manizales	Aires	2	2	2	2	2	2	2	14	50 min
Bogota	Manizales	Avianca	4	8	8	8	8	8	8	52	55 min
Barranquilla	Pereira	Avianca		1			1		1	3	1 Hr 20 min
Bogota	Pereira	Aero Republica	1	1	1	1	1	1	1	7	50 min
Bogota	Pereira	Avianca	4	2	2	2	2	3	2	17	50 min
Cali	Pereira	Aires			1		1			2	30 min
Cartagena de Indias	Pereira	Avianca	1	1	1	1		1		5	1 Hr 15 min
Medellin	Pereira	Satena	1	2	2	2	2	2		11	25 min

LAND DISTANCES

The three regional capitals are quite close to each other. Given the fact that the coffee region is located in the center of the country and has excellent roads to the main ports, the distance to other capital cities is relatively short.

Table of land distances from the main cities

FROM	TO	DISTANCE IN KM	DISTANCE IN MILES
Barranquilla	Armenia	1024	635
Bogota	Armenia	292	181
Bucaramanga	Armenia	590	366
Cali	Armenia	194	120
Cartagena de Indias	Armenia	909	564
Manizales	Armenia	70	43
Medellin	Armenia	266	165
Pereira	Armenia	42	26
Santa Marta	Armenia	1117	693
Armenia	Pereira	42	26
Barranquilla	Pereira	980	608
Bogota	Pereira	334	207
Bucaramanga	Pereira	634	393
Cali	Pereira	219	136
Cartagena de Indias	Pereira	865	536
Manizales	Pereira	47	29
Medellin	Pereira	225	140
Santa Marta	Pereira	1009	626
Armenia	Manizales	70	43
Barranquilla	Manizales	1023	634
Bogota	Manizales	381	236
Bucaramanga	Manizales	500	310
Cali	Manizales	287	178
Cartagena de Indias	Manizales	908	563
Medellin	Manizales	265	164
Pereira	Manizales	47	29
Santa Marta	Manizales	956	593

Waterfalls in Santa Rosa de Cabal, Café Triangle

FAIRGROUNDS AND CONVENTION CENTERS

EXPOFUTURO FAIR, EXHIBIT AND CONVENTION CENTER

Expofuturo is a fairground and convention center belonging to the Pereira Chamber of Commerce, with excellent technical specifications for large events. Expofuturo is close to Pereira's Olympic Villa, in the influence zone of the Coffee Highway, the basic axis for regional transportation.

www.expofuturo.com

HOTEL DE PEREIRA CONVENTION CENTER

The Hotel de Pereira Convention Center is one of the largest in The Café Triangle. It has eight meeting rooms equipped with cutting-edge technology, restaurant service, and luxury accommodations.

www.hoteldepereira.com

RECINTO DEL PENSAMIENTO – CONVENTION CENTER

The Recinto del Pensamiento (roughly translated as 'space for thinking') was created by the Caldas Coffeegrowers' Committee with the idea of generating spaces for reflection and debate on the subjects of local development, education, environmental protection, and the acknowledgement of regional cultural identity. Its initial purpose still stands, but due to its infrastructure and service conditions, it is now used also for business meetings, congresses, and events.

www.recintodelpensamiento.com

LOS FUNDADORES CULTURAL AND CONVENTION CENTER

Los Fundadores was inaugurated in 1956. In 2004, its structure was reinforced and it underwent extensive remodeling. At present, its auditoriums are among the most modern and better-equipped in the country, and can accommodate up to 2,000 people.

www.ccclosfundadores.com



Casa de la Cultura, Café Triangle

www.colombia.travel



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Libertad y Orden

Ministerio de Comercio,
Industria y Turismo
Colombia

República de Colombia

FONDO DE PROMOCIÓN TURÍSTICA
C O L O M B I A

CLIMATE

Thanks to its location, practically on the equatorial line, Colombia's tropical climate is equally pleasant the year round. Temperature changes are determined by altitude above sea level – the higher the altitude, the lower the temperature.

The seasons have to do with rainfall, and are bimodal. There are two rainy seasons: the first one, from April to June; the second one, from September to November. Likewise, there are two dry seasons: one from November to March; the other, from July to August.

Luminosity is constant throughout the year, with an equal duration of days and nights.

CONNECTIVITY AND INFRASTRUCTURE

Due to its privileged location, Colombia has become one of the main entrance gates to the American continent. It has eight international airports and thirty airports for domestic flights.

International airports welcome over 450 flights a week from the main cities on the American continent, the Caribbean, and Europe. Domestic flight terminals handle more than 1,600 flights per week, thus guaranteeing connections between all cities in the country.

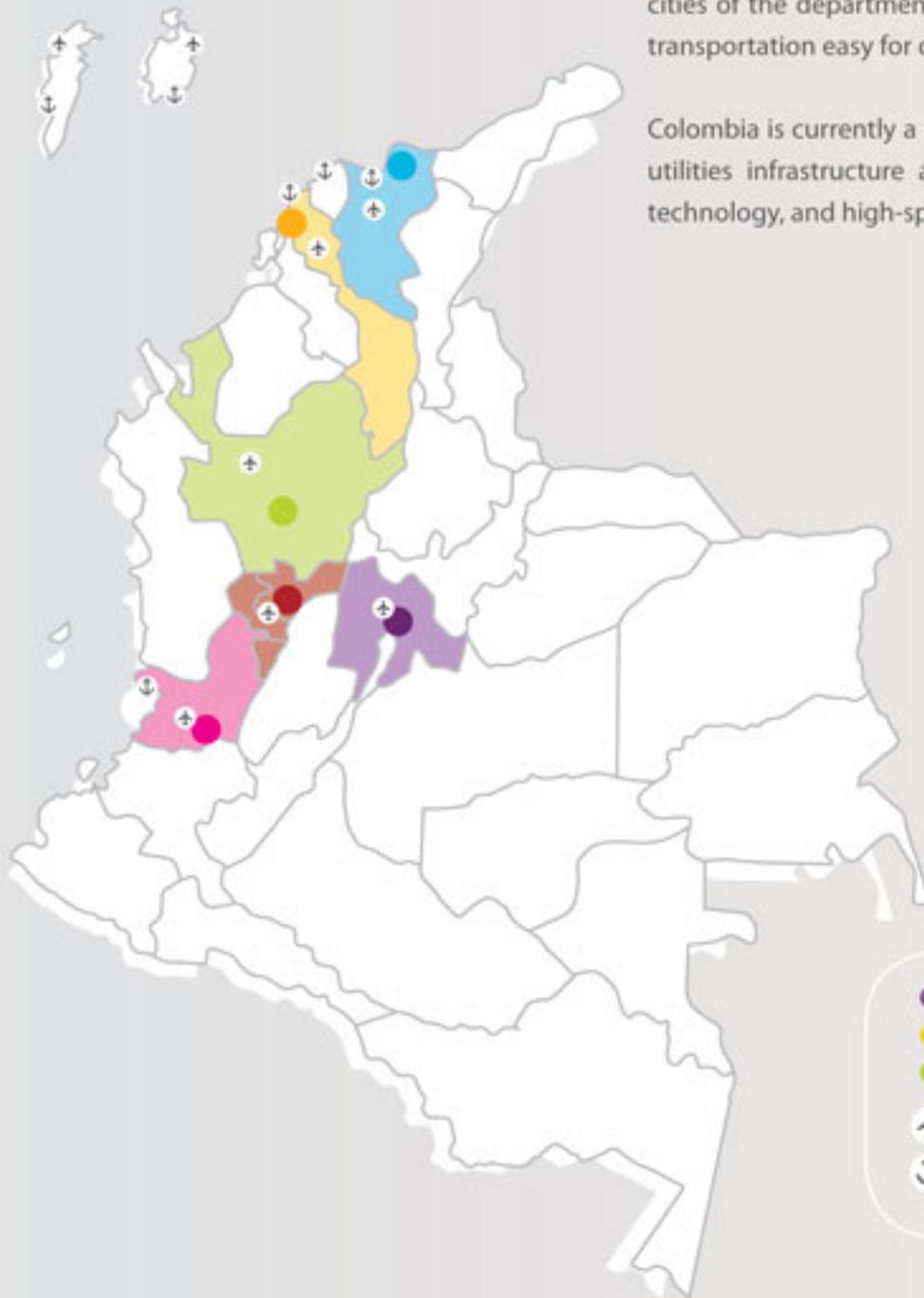


Otun Lake, Café Triangle

Concerning access by sea, the country has four ports on the Caribbean Sea and an important one on the Pacific Ocean.

The national road network joins the main cities to the most remote places in the Colombian geography through 102.300 miles of roads. The capital cities of the departments have novel mass transport systems that make transportation easy for citizens and visitors at very good prices.

Colombia is currently a modern, dynamic nation with an excellent public utilities infrastructure and telecommunications network, cutting-edge technology, and high-speed internet access everywhere in the country.



- BOGOTA
- CALI-VALLE DEL CAUCA
- CARTAGENA DE INDIAS
- SANTA MARTA
- MEDELLIN
- CAFÉ TRIANGLE
- ✈ MAIN AIRPORTS
- ⚓ SEA PORTS

HOSPITALITY AND COMFORT

Colombia has a capacious tourist platform that exhibits an amazing growth rate on account of the good performance of the economy and the growing interest of foreigners in exploring the country as a business or leisure destination.

Many of the most prestigious hotel chains have been in the country for decades. Attracted by the growth perspectives of the sector, others have recently arrived in the main cities with large investments and competitive rates. National hotel chains have not remained behind and compete with international ones in all categories with excellent quality standards.

Colombia offers accommodation options for all tastes and interests. Hotel options vary according to the geographic, climatic, and cultural features of each place: ample, traditional, luxury hotels in the downtown areas of cities; modern business hotels near the main airports or the financial areas; small, friendly boutique hotels; traditional haciendas adapted to take in tourists or convention groups; tourist inns managed by forest rangers; and traditional Indian Malokas (communal dwellings) in the green of the jungle or near the blue of the sea.

However, everyone will find a constant in the midst of all this diversity: the kindness, warmth, and passion of Colombians when it comes to taking care of your needs.

Daniel Florio, a foreigner who fell in love with Colombia
Johnny Cay - San Andres, Providencia and Santa Catalina





LOGISTICS AND ORGANIZATION OF EVENTS

Colombia has all the conditions necessary for the successful organization of international events: a varied offer of convention centers, fair grounds, meeting rooms with cutting-edge technology, professional congress operators for handling all kinds of groups, specialized transport in the main cities and tourist destinations, simultaneous translation services, caterers, and providers of event mounting and dismounting services.

GASTRONOMY

Whoever has had the opportunity of getting to know Colombia can bare witness to its gastronomic wealth.

Typical cuisine is varied as the result of the processes of colonization and racial mixing and the diversity of ingredients in each region.

Three mountain branches of the Andes cross the western half of the country from south to north, generating a variety of thermal floors and, thus, a variety of products from agriculture and animal-raising.

Additionally, due to its closeness to the equator and the consequent lack of seasons, Colombia can harvest fruits, vegetables, tubers, and cereals the whole year.

