

COLOMBIAN TOURISM BROKE ALL RECORDS IN 2024



The Colombian tourism sector achieved historic success in 2024, solidifying its position as a key contributor to its economy. According to the Bank of the Republic's data, travel and passenger air transport revenue reached USD 10 billion, a 12.8% increase from the USD 8.9 billion reported in 2023. Experts attribute this sustained growth to effective government strategies, international promotion efforts, and improved air connectivity with key markets.

Increase in International Visitor Arrivals

A key factor contributing to Colombian tourism growth was the increase in the number of foreign visitors, which reached 6.8 million in 2024—a 10.9% increase compared to the previous year. **This highly positive trend can largely be attributed to the promotion of Colombia as a tourist destination abroad**, spearheaded by ProColombia and the Ministry of Commerce, Industry, and Tourism.

ProColombia launched a promotional strategy centered around the country brand campaign, "Colombia, the Country of Beauty." This initiative showcased Colombia on some of the world's most iconic stages, including Times Square in New York, Piccadilly Circus in London, the Burj Khalifa in Dubai, the Paris 2024 Olympic Games, and La Esfera in Las Vegas.

Throughout the year, 16 strategic campaigns were executed in various countries across the Americas and Europe, generating over 8.5 million media appearances. In total, these efforts reached an audience of 108.9 million people globally. The impact was even more pronounced in the digital sphere, where the campaigns captivated 194.4 million users, leading to 921.3 million impressions—marking one of the most outstanding achievements in the history of national tourism.

Additionally, air connectivity is vital for Colombia to enhance its presence in key markets as more airlines introduce direct routes to the country, facilitating easier travel for visitors from around the globe.

Well-off Visitors Are More Than Welcome

The strategy for attracting high-spending tourists focuses on prioritizing specific strategic markets. Currently, Colombia is concentrating its efforts on 26 countries that have the potential to increase traveler flow and significantly impact the local economy. The prioritized markets include the United States, Chile, Mexico, Spain, Ecuador, Peru, Canada, Brazil, Argentina, France, the United Kingdom, Germany, Australia, China, Italy, Switzerland, Japan, and the United Arab Emirates.

Colombia also made significant strides in cruise tourism, achieving a 3% increase in ship calls throughout 2024. During this time, over 336,000 passengers arrived in the country by cruise ship, which boosted the local economy and expanded the variety of destinations offered in national tourism. Notably, Cabo de la Vela in La Guajira began welcoming cruise ships.

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