

Tourism

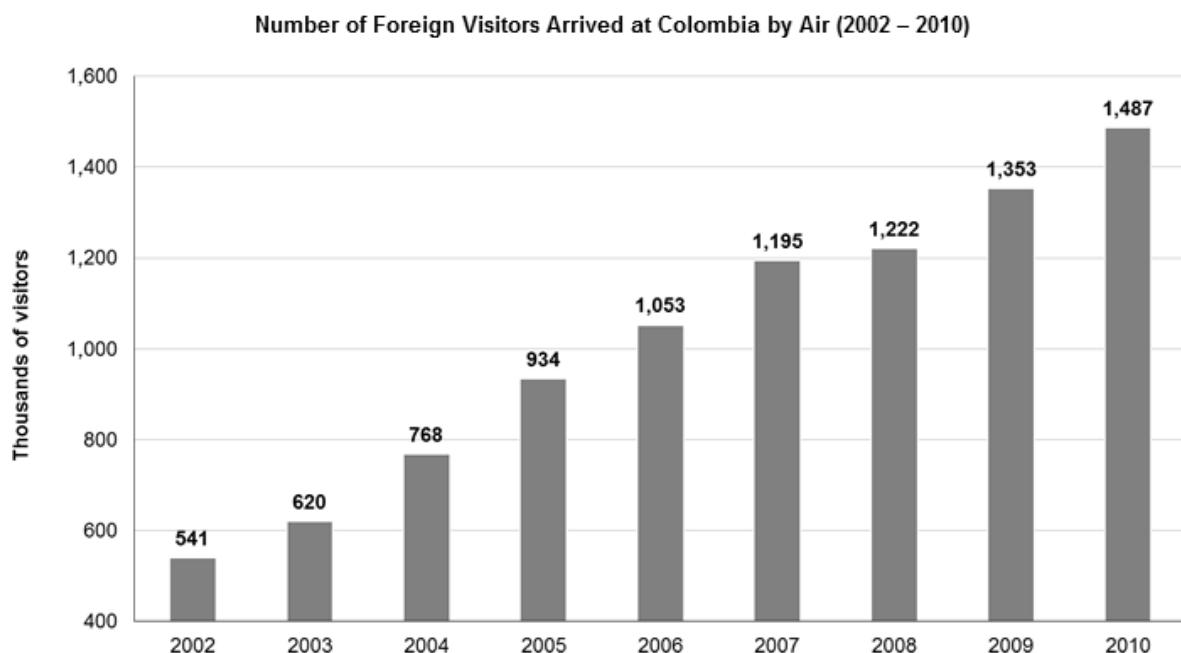
Bogota is an attractive destination for investors seeking opportunities in the hotel industry. In recent years, the city has positioned itself as an important regional center for business and tourism.

Why Locate in Bogota?

- Because the number of foreign visitors to Colombia has increased at an annual average rate of 9% over the last five years
- Because Bogota was the final destination for 51% of these foreign visitors in 2010
- Because hotel occupancy has exceeded 65% during the last five years
- Because Colombia offers attractive incentives for hotel investments, including a 30 year income tax holiday for hotels construction or remodeling in Bogota and its region

Characteristics of the Sector in Colombia and Bogota

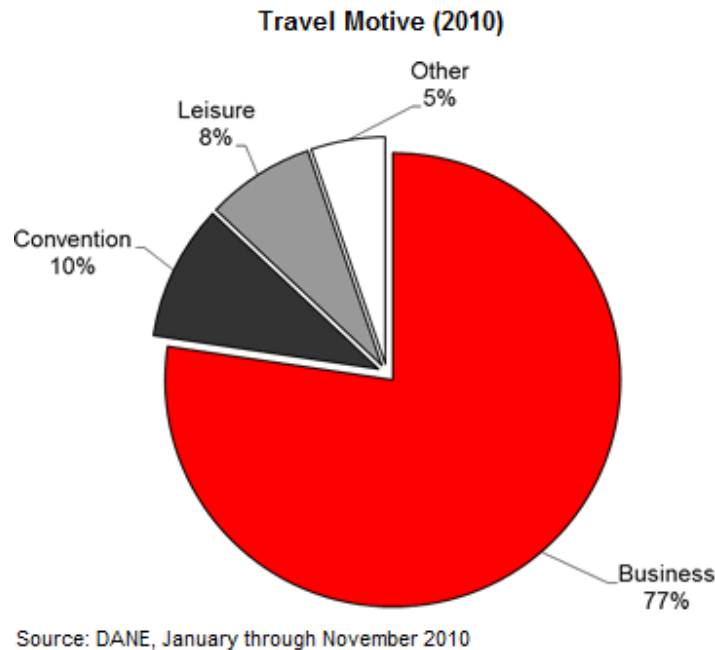
- The number of foreign visitors arriving by air to Colombia increased from 540,000 in 2002 to close to 1.5 million in 2010, at a year rate of 10% CAGR



Source: Ministry of Commerce, Industry and Tourism, based on DAS statistics

- Due to the huge potential of the tourism sector, well known international hotel chains have come up with new investment projects. New operations will increase in the number of rooms in Bogota, from 11.633 up to 15.869.

- Construction in the hotel sector in Bogota grew by 23% during 2009 and in 2010 is expected to keep this dynamic.



- Near to 67% of visitors to Bogota arrived for business
- Hotel occupancy in Bogota has increased, passing from 40% in 2002 to around 60% by the end of 2010

Recent Investors

- Local investors are building a 245 room Hilton in the financial district
<http://www.hilton.com/>
- The Grupo Roble (El Salvador) has built two Marriotts in Bogota: a 264 room JW Marriott in the financial district and a 239 room Marriott in Ciudad Salitre near the airport
<http://www.gruporoble.com>
- The Fronpeca Group (Spain) is building a 150 room NH hotel in the Chico district
<http://www.fronpeca.com>

If you require greater detail, please contact any of the agency's Investment Officials in charge.

Related Links:

<http://sahic.com/>

<http://www.colombia.travel/en/>

<http://www.bogotaturismo.gov.co>

<http://www.cotelco.org>

<http://www.anato.org>

<http://www.esbogota.com/>

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