



{rokbox title=|During FITUR 2014 visitors will be able to buy tour packages to Colombia with a click of a mouse }images/stories/paquetes-turisticos-hacia-colombiabigb.jpg{/rokbox}

PROCOLOMBIA will be present at FITUR 2014 with a booth that offers entrepreneurs and prospect travelers the possibility to see and buy tourism products on the spot. This strategy aims to boost the number of foreign visitors year round throughout the country.

Participants will be able to walk for more than 1,300 feet throughout the Trade Fair. Visitors will find a wide range of virtual catalogs that have detailed information of Tour operators, Colombian travel agencies and screens that can link them to Spanish sites that sell tour packages to Colombia.

" These tools will enable visitors to visit our booth and have the opportunity to see, experience, try and buy Colombian tourist destinations. We expect that these experiences convert into sales transactions and that more international travelers are able to reach Colombian destinations " said the president of PROCOLOMBIA, Maria Claudia Lacouture.

With support from the Tourism Promotion Fund of the Ministry of Commerce, Industry and Tourism; PROCOLOMBIA is representing the country at FITUR in Madrid (Spain) from January 22 to 26. This Tourism Trade Fair is considered one of the most important industries in the world.

The participation in the event expects to brand "Colombia is magical realism" where foreigners will get a glimpse of how the fusion between reality and fantasy is lived throughout the country.

This year 64 company representatives will be present (Tour Operators and Hotels) from 10 different departments and regional authorities (Cartagena de Indias Tourism Corporation, the Bogota District Tourism Center, Medellin Convention & Visitors Bureau, the Office of the Governor of Quindio and the Office of the Governor of San Andres, Providencia and Santa Catalina) all expected to showcase the appeal of their destinations.

Social Networks with a scent of Colombia

Tweets @colombia_travel or hashtags #ColombiaesRealismoMágico in Twitter, likes in the Colombia.travel Facebook page or pictures uploaded to Instagram will share the tourism destinations and spread the national zest throughout the event.

Buñuelos (fritters), arepas, carimañolas (cassava croquettes), coffee, sugarcane-water, tropical fruit juices and sweets will be given to those Internet surfers who share their opinions at the Colombian booth located in Americas Hall at IFEMA.

"Unique and amazing experiences such as the ones offered by the Colombian destinations are only whole when they are shared. That is just one of our goals of doing this activity so that comments can be multiplied by the thousands on social networks" said the President of PROCOLOMBIA.

"Social Networks is the new addiction of Internet users in this country", said the Interactive Advertising Bureau of Spain. According to the organization, 8 out of 10 Internet users in Spain have active accounts across different platforms.

In recent years PROCOLOMBIA has also articulated its efforts through a digital plan that includes promotional activities in the most renowned portals, social networks and smartphone apps that allow travelers to interact and make decisions about their itineraries.

Betting on the experience

Additionally, over 50,000 postcards will be distributed to international travelers throughout the exhibit. These include pictures and descriptions of 36 unique experiences offered nationwide. Prospects will also have a chance to interact with the card and find out why Colombia is Magic Realism.

This is all possible thanks to a QR code printed on the postcard. It can be scanned through any mobile device where a video will play showing the amazing and wonderful experiences through multiple colors and harmonious sounds of the national landscapes that are also considered one of Colombia's biggest differentiating factors.

"The experiences associated with segments of sun and beach, adventure, wellness, nature, nautical and cruise and culture will not only be available for those who visit the booth but to the entire audience attending the exhibit. We hope to attract more people and have a greater influence in this space that has been designed to promote " said Lacouture.

There will be screens at the booth that will become part of a contest where a bit of luck and general knowledge about Colombia will be rewarded with airline tickets to any domestic destination, complimentary hotel nights in any city and tours with of course, a touch of magical realism.

Learn more about Colombia:

- [Meet our applications about Colombia](#)
- [Official video of the tourism campaign](#)
- [Why Colombia for your events?](#)