



{rokbox title=|Colombia: Lo mejor de la playa.|}images/stories/travelone2.jpg{/rokbox}

Travel One magazine, one of the media with the most readers in the tourism industry in Germany, ranked Colombia as the country with the highest growth in the outbound tourism market from that country. Photo: PROCOLOMBIA

Travel One magazine, one of the media with the most readers in the tourism industry in Germany, ranked Colombia as the country with the highest growth in the outbound tourism market from that country.

The news were published in the ITB 2012 edition of the magazine, the largest tourism fair in the world, where PROCOLOMBIA Colombia participated with support from the Ministry of Trade, Industry and Tourism Promotion Fund.

The article, which is illustrated with a picture of the Sierra Nevada del Cocuy, includes the top 10 countries most visited by Germans in 2011, where Colombia boasts 39% of the travelers' preference, sharing that privileged position with Myanmar, which had the same percentage.

The list goes on with Asian countries like Sri Lanka, Indonesia, India and Malaysia, also including Barbados, Curacao and Greece.

According to the publication, while tourists to South America increased in number from that country, partly due to the alliance between Lufthansa and Avianca, which enabled direct flights toward the region.

Germany became the second European country with the largest number of outbound tourists to Colombia in 2011, according to the Ministry of Trade, Industry and Tourism, based on Colombian Immigration figures that reported an increase in comparison to 2010 of 39,3% with 42,166 registered passengers.

PROCOLOMBIA has detected that Nature is one of the most requested tourism products by the German market, which also includes adventure sports, birdwatching, Pacific migrations, Ecotourism and nautical practices.

Similarly, significant interest has been observed in these tourists for the various expressions of culture, colonial architecture in cities like Bogotá and Cartagena, for instance, direct contact with indigenous communities in the Sierra Nevada and Amazonas, or the ecotourism routes in the Coffee Triangle.

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