

Following important negotiations by PROCOLOMBIA's Vice Presidency for Tourism, Colombia is now for the first time on www.expedia.com, the world's most important travel portal.

Close to 4 million travelers visit www.expedia.com daily and will now be able to access the main destinations, hotels, and vacation packages in Colombia, as well as make their reservations.

About www.expedia.com

Expedia is an internet travel agency based in the United States, which is present in 15 countries and offers services of airline and hotel reservations, car rentals, cruises, vacation packages, and various other attractions and services.

The webpage has received multiple recognitions, among them the Webby Award, in the category of Best in Travel Websites; and the Stevie Award, given by the American Business Association for considering it the Most Innovative Company.

US Expedia Team to Visit Colombia

As part of its strategy, PROCOLOMBIA's Vice Presidency for Tourism invited Expedia's United States team to visit Colombia for the purpose of getting to know our country as an important and growing world-class tourist destination. The trip also will serve to promote Colombia's main tourist destinations with a view to increasing the offerings on the Colombian portal by raising the number of hotels and logistics operators.

In turn, the Expedia team members will share their experiences with sector business people by holding a seminar on online marketing, where they will provide an extensive picture of digital communication tools and the new models for marketing through the internet.

The name of the seminar is "Internet: A Business Opportunity for the Colombian Tourist Sector" and will take place as follows:

- Bogotá, August 24, 2009,
- Medellín, August 25, 2009,
- Cartagena, August 26, 2009,
- and Barraquilla, August 27, 2009.

The agenda will include subjects such as the online strategy for promoting Colombia through the Official Tourism Portal www.colombia.travel/en ; a view of the internet and its future, Colombia's promotion campaign in Expedia.com, the design of integral digital strategies, and Colombian success cases on the internet.