

From September 22 to 26, 2009, PROCOLOMBIA presented the taste of the Colombian coast, with typical Caribbean palenqueras and dances that captured the attention of thousands of visitors to the fair.

Represented by PROCOLOMBIA's Vice Presidency for Tourism, Colombia attended Top Resa, France's most important tourism fair. The objective was for tourists, travel agencies, international business people, and executives to include the *Corralito de Piedra*, ("the Little Stone Pen"), as Cartagena is affectionately called, as a world class tourist destination.

Colombia Goes after French Tourism Market.

Nubia Stella Martínez, PROCOLOMBIA's Vice President for Tourism stated that Colombia's presence at this fair is part of the work being carried out to improve our country's image in France and allow tourists to do away with past negative memories and understand that our country is full of nature, culture, history, and quality people.

With a stand of over 104 m<sup>2</sup>, full of gigantic photos of Colombia's main tourist destinations, among them Cartagena, PROCOLOMBIA's Vice Presidency for Tourism seduced a good part of the 27,000 people present, among them, tourists, French travel agencies, event planners and operators, and over 900 journalists.

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