Colombia's Official Tourism Portal, www.colombia.travel , obtained the award as the country's best website in the government category - "Colombia en Línea 2009". The award was presented during a special ceremony on October 18, 2009, at Bogota's Club El Nogal.

Thirty five portals participated in the category "Best Government Website.

The contest was organized by the Colombian Chamber of Information Technology and Telecommunications (CCIT, by its Spanish acronym), in alliance with El Tiempo newspaper, and "Government On-Line". The latter is a program that seeks to encourage and promote the presence of Colombian content on the world wide web, the use of Spanish on its pages, and to reward creativity, national talent, and the efforts of Colombian organizations devoted to the creation and development of websites.

According to Nubia Stella Martínez, Proexport 's Vice President for Tourism, the award is an acknowledgement to the country's most important team in the analysis and follow-up of Internet and technology matters, as well as a commitment on the part of the organization to update the portal daily and to turn it into the best instrument for telling the world what our country is truly about.

Community, interactivity, user services, content, structure, navigation, graphic design, and functionality were the jury's determining factors in awarding Proexport's Tourism Portal with the Best Government On-line website prize.

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Data on www.colombia.travel

Every month, over 80% of Colombia.travel's visitors are new users, a fact that means that as each month goes by, the site is reaching new potential tourists.

At present, the portal gets over 600,000 single visits each month, 1,300,000 pages are viewed, more than 4,000 articles are developed, and five navigation languages are offered (English, French,German, Portuguese, and Spanish). Two navigator profiles will soon be added for national tourists, journalists, and tour operators.

Achievements

- In February 2009, www.colombia.travel was presented as a success case by dominio .travel, a specialized magazine from the United States.

- In May 2009, the portal was nominated as one of the ten best in web pages in the concurso de Internet de España (Spain's internet contest) as the only non-Spanish page.

- In September 2009, the portal was presented as an example to follow in the field of Internet tourism during the Information Technology and Communication (TIC, by its Spanish acronym) in Lima, Perú.