{rokbox title=|Colombia, a “Revealing Destination”, in Brazil|}images/stories/turistainternacional/Colombia/noticias/colombia_destino_revelador.jpg{/rokbox}

(From left): Coco de Paula, director of tourism at Editorial Abril; Carlos Rodríguez, director of Proexport’s Trade Office in Brazil; Nubia Stella Martínez, Proexport’s Vice President for Tourism; Carmen Fukunari, art director at Brazil’s Viajes y Turismo magazine.

Colombia obtained the Merit Award in Institutional Marketing as a “Revealing Destination” during Viajes y Turismo magazine’s ninth version of the prizes. The magazine is Brazil’s most important in the field.

The various acknowledgements were awarded in 22 categories, and were chosen through the internet among 13,000 participants.

According to a poll carried out by Ipsos – Napoleón Franco and Proexport among 4,180 foreign tourists, the 92 Brazilians interviewed gave their stay in Colombia a score of 4.4 out of a maximum of 5.

Seven hundred tourism business people attended the awards ceremony, which included the launching of the Colombian Tourism Guide.

Nubia Stella Ramírez, Proexport’s Vice President for Tourism accepted the award and stated that once again we realize the increasing acknowledgement of Colombia around the world.

{rokbox title=|Colombia, destino revelador en Brasil|}images/stories/turistainternacional/Colombia/noticias/colombia_destino_revelador1.jpg{/rokbox}

(From left): Carlos Rodríguez, director of Proexport’s Trade Office in Brazil; Nubia Stella Martínez, Proexport’s Vice President for Tourism.

She added that it is very important to continue working to position the country in Brazil, Latin America´s largest market.

ABAV Fair

The award was presented during the ABAV Fair, considered the most important in Latin America.

The fair took place in Brazil on October 22 and 23, 2009, with representatives from over 30 countries, including Colombia, and, for the first time, Jordan, China, and New York as exhibitors.