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PROCOLOMBIA representatives at the TTG Fair in Italy

The most important tourism trade fair in Italy, TTG Incontri, took place between October 16 and 18, 2009. Colombia was present with a varied stand where two Colombian tour operators (Travel Expert and Colombian Journeys), Hotel Irotama, and Avianca Airlines showed the best Colombia has to offer to an audience of the 12,000 travel agencies in Italy.

The fair, where 959 exhibitors were present, enabled Italians to become acquainted by means of the “Colombia, the risk is wanting to stay” campaign videos, brochures, and photographs, with the best destinations offered by Colombia and the alliances that make it possible for an increasing number of tourists to visit our country:

The new charter flight from Milan to Cartagena is an example of the alliances. It will be run by Alba Tour and operated by Air Italy; Decamerón Hotels will welcome guests in Cartagena and Barú.

During the three-day event, the market was presented with the main novelties from tourism operators, among them, an increase of 2% in the number of visitors, compared to the previous year.

The TTG Fair in Numbers

- The 2008 fair was attended by 34,659 visitors.
- The 2009 fair closed with 35,352 visitors and over 1,000 direct exhibitors from 2,400 companies and 100 countries.

“*Colombia, il rischio è non voler più tornare a casa*” took over the 46th edition of the TGG Fair, thus consolidating the promotion of Colombia and the creation of new accounts for working in 2010 with Valtur and Meridiano tour operators.