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Colombia TRIP.

## **New incentive program: Book one corporate event, earn a free trip to Colombia**

Colombia recently launched its first Travel Rewards and Incentives Program (TRIP), a free on-line course that rewards travel agents immediately with cash and prizes for promoting the country and referring colleagues to the program. Travel agents only need to book one corporate event to earn a free round-trip flight and three hotel nights in Colombia, the country that The New York Times says is one of the “31 Places to Go in 2010.”

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There are three ways to earn rewards:

- Take the free online course
- Refer friends to the program, and
- Book reservations anywhere in the country. It's that simple!

*Become a Colombia Travel Partner and earn a free trip to Colombia or cash back!*

### **Take the free online course.**

With so many top travel writers raving about Colombia, visitors will be lining up for this

destination in the months ahead. So why not learn more about the country to assist your clients and earn some rewards for yourself? Free, online courses will introduce you to Colombia's main tourism regions, highlighting the cultural, historic, ecotourism, adventure and culinary experiences and tours available. Whether you're offering clients a trek through the Coffee Triangle or a corporate meeting in Bogotá, they'll think you've been to the country several times. And soon you will!

## **Register Now!**

Register for the course by visiting the official Colombia Tourism website, [www.colombia.travel/TRIP](http://www.colombia.travel/TRIP)



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Destinos de Colombia.

## **Book a corporate event, reserve hotel rooms or refer colleagues.**

All it takes to earn a free round-trip flight and three hotel nights in Colombia is booking one corporate event. Or making several hotel reservations. Or referring a few your colleagues to the program. The combinations that get you to 1,100 miles – the amount needed for a free trip - are endless. Graduates of the program receive the Colombia Specialist Certification and are automatically registered in the Colombia Rewards Program. The program offers the opportunity to accumulate “miles,” similar to a frequent flier program. These miles can be redeemed for gift cards or cashed in for a trip to Colombia.

## **Earn the trip of a lifetime.**

Perhaps you'll visit Cartagena, a destination The New York Times says travelers should visit in 2010 and the romantic setting that inspired Gabriel Garcia Marquez' "Love in the Time of Cholera." Or maybe you'll go to Bogotá, where USA Today says "strange and wonderful doings are afoot." Or maybe you'll travel to Medellín, tour the Amazon Jungle, or see the Carnival of Baranquilla. So why are you waiting? Take the online course now, refer friends, book corporate and incentive clients and start earning your miles. This undiscovered gem won't stay a secret for long, and the first 200 agents to graduate from the program get 100 bonus miles!