{rokbox title=|Bogotá, Colombia|}images/stories/congresoseincentivos/porquecolombia/novedades/bogota.jpg{/rokbox}

Bogotá, Colombia /Photo: Carlos Sueskún.

The New York Times reports that travelers are calling Colombia “Latin America’s next affordable hot spot,” saying that Cartagena is “Latin America’s hippest secret,” and Bogota “has emerged as a role model of urban reinvention.” National Geographic Traveler reports that Cartagena’s amenities are “colonial chic,” with new boutique hotels transforming the Old City, a romantic setting that inspired Gabriel Garcia Marquez’ “Love in the Time of Cholera.” And USA Today says, “Strange and wonderful doings are afoot in [Bogota].” No wonder visitor arrivals to Colombia were up more than 10% last year, 23% of this from the United States.

Easily accessible from the U.S. – and a central hub for Latin America – Colombia is home to authentic colonial architecture; pristine Caribbean islands; coffee country, boasting classic haciendas and authentic coffee harvesting experiences; the highest biodiversity per square mile in the world (more than 1,870 bird species); astonishing underwater environments free of mass scuba tourism; adrenalin-boosting adventure sports, and cosmopolitan cities rich with flowers, fashion, food, art (Botero) and music (salsa) ranked among the world’s best.

And getting to Colombia has never been easier with 29 weekly non-stop direct flights from the U.S. on all major U.S. airways, as well as two low-cost carriers - JetBlue and Spirit.

{rokbox title=|Cartagena, Colombia|}images/stories/congresoseincentivos/porquecolombia/novedades/cartagena.jpg{/rokbox}

Cartagena, Colombia /Photo: Carlos Sueskún

Colombia offers:

- **Proximity to the U.S.:** The closest South American destination to the U.S., Colombia is just 2.5 hours from Miami and 5 hours from New York City.
- **Unique Experiences:** Colombia has the 3rd highest biodiversity of any country in the world, and offers access to the Amazon Jungle, as well as some of the most cosmopolitan, yet

historic, cities in Latin America.

- **An Increasingly Popular Destination:** In 2009, the number of cruise ships that called on Colombia was up by 9.3%, and last year, Cartagena hosted the same number of meetings as New York City.
- **A Cost-Effective Choice:** During peak travel season, Colombia’s rooms are less than half the average of hotel rates in the U.S. Foreign visitors are exempt from sales tax on hotel rooms, and food and beverage rates are 70% less on average than hotels in the U.S.

- **Unparalleled Assets:** Colombia provides readily accessible world-class healthcare, a temperate, yet diverse, year-round climate, and no visas are required for U.S. citizens to visit.