

Marriott International is betting on Colombia as a hot destination for leisure and business travelers in the months and years ahead. On July 30, the renowned brand celebrated the grand opening of its luxury hotel JW Marriott Bogota, the company's second property in the country in less than a year. It's a wise wager: international tourism in Colombia is growing at a rate of almost four times the global average and The New York Times says that the country is "one of the 31 places to go in 2010."

"Colombia remains one of the most vibrant countries for new development in all of Latin America," said Rob Steigerwald, chief operations officer for the Southern region of the Americas for Marriott International, in a press release about the event. "This beautiful hotel brings the highest levels of accommodations and service to Bogota and is a great addition to the brand's growing global portfolio."



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Rob Steigerwald, Ex-President Alvaro Uribe and Ricardo Poma

Growing demand in [Colombia](#) has triggered investments in modern, new hotel projects focused mainly on business travelers, especially as the country hosts high-profile events, such as the World Economic Forum Latin America 2010, earlier this year. Marriott's newest accommodations are a case in point: the 264-room hotel, located in the financial center of Bogota and just 30 minutes from Bogota International Airport, received backing from the El Salvador-based Poma Group, which invested in the project, because it recognized a great opportunity to expand its portfolio.

"[Bogota](#) has proven itself as one of the most dynamic cities in the region. We are thrilled to introduce the very first JW Marriott branded hotel to this thriving capital city, and we are confident it will become the preferred choice for business travelers visiting the city," Ricardo Poma, president of Real Hotels & Resorts and Grupo Poma, said in the Marriott press release.

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JW Marriott's excellent hotel infrastructure is capable of supporting business meetings, seminars, workshops, conferences or just about any type of activity. For dining and entertainment the hotel offers distinct options including Monet Brasserie, and La Mina Steak & Lobster, which presents guests with a wide selection of prime cuts of beef and fresh seafood. The lobby lounge offers handcrafted cocktails and provides ambience where guests can relax while overlooking the hotel lobby area. Recreational amenities include a swimming pool and a state-of-the-art fitness center. For conferences and social events, the hotel offers 550 square meters of flexible function space.

Marriott International and Real Hotels & Resorts celebrated the opening of the first Marriott International-flagged hotel in the country last fall, the 239-room Bogota Marriott Hotel. Both hotels participate in Marriott Rewards, the guest reward program that allows members to earn their choice of points or airline miles for each dollar spent during each stay.