{rokbox title=|Colombia TRIP|}images/stories/congresoseincentivos/porquecolombia/novedades/colombia-trip.jpg{/rokbox}

Colombia TRIP.

On July 30, TravelAgentCentral.com highlighted Colombia’s first Travel Rewards and Incentives Program (TRIP), launched in partnership with the Colombian Tourism Board and Travel Agent University.

TRIP is a free on-line course that rewards participants immediately with cash and prizes for promoting the country and referring colleagues to the program. Travel agents and meeting planners can also quickly 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.”

According to Colombia's Ministry of Trade, Industry and Tourism, the number of foreign visitors traveling to Colombia during the first half of 2010 has increased to 6.3 percent over the same period in 2009. This increase in the number of foreign visitors can be attributed to the development of new flight routes, as well as the strengthening of the country’s tourism infrastructure.

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!

Colombia recently launched its first Travel Rewards and Incentives Program (TRIP).

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

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!**

This initiative aims to reward agents who learn about the destination, sell packages to Colombia, and refer colleagues to join.

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Destinos de Colombia.

The platform includes a free online curriculum that will provide agents with the knowledge necessary to sell Colombia travel to leisure and corporate clients, while rewarding them with "miles," which are redeemable for complimentary airfare and hotel stays in Colombia.

The courses will introduce agents to Colombia's main tourism regions, highlighting the cultural, historic, ecotourism, adventure and culinary experiences and tours available.

Varying levels of hotel product will also be profiled. Agents catering to the corporate market will find a chapter on planning meetings and conferences or brokering incentive programs in the destination. General information on air service, ground transportation, weather, and visa requirements will also be reviewed. Whether it is a trek through the Coffee Triangle or a corporate meeting in Bogotá, agents who complete the course will be fully prepared to sell Colombia. Graduates of the program receive Colombia Specialist Certification and become Colombia Travel Partners.

The rewards program offers the opportunity to accumulate "miles," similar to a frequent flyer program. These "miles" can be redeemed for gift cards at select online stores or cashed-in for a trip to Colombia. "Miles" will accrue based on nights booked, corporate events booked and number of agent referrals. Agents booking their first Colombia trip will receive double miles.

Additional resources and benefits to theTRIP include: priority invitations to fam trips and seminars hosted by the Colombian Tourism Board and supporting suppliers; exclusive use of the Colombia Travel Partner logo; listing as a Colombia Specialist travel agent on the official Colombia tourism and Travel Agent University websites; and free promotional materials and updates on Colombia's regions, products and offers.

U.S travel agents will be able to register at www.tauniv.com and www.colombia.travel/trip .