

FOREIGN TOURISTS ARE COMING BACK TO COLOMBIA



Successful reactivation of inbound tourism in Colombia: between January and June 2022, 1,529,148 foreign tourists arrived in the country, which means a recovery of 77% compared to the same months of 2019.

In 2022, inbound tourism has had a positive trend despite the conjunctures of recent years. These results are confirmed by the Colombian Association of Travel and Tourism Agencies (Anato), based on data from Migration Colombia. The association estimates that in the first half of 2022, 1,529,148 foreign visitors crossed the country's borders, **which means a recovery of 77% compared to the records of the same months of 2019, when 1,982,206 foreign tourists visited Colombia.**

"Today we can say that, in the first half of 2022, the number of foreign visitors we received in all of 2021 was reached. We must continue working with the different regions of Colombia to create and develop, hand in hand with Travel Agencies, tourism experiences that impact relevant markets for us," explained Paula Cortés Calle, executive president of Anato.

Between January and June 2022, leisure tourism, events, and the business sector represented 80% of the reasons for travel of foreigners coming to the country. In fact, the reason for travel has already reached a reactivation of 89%, **with the United States, Mexico, Ecuador, Peru and Chile being the main countries of origin that have visited the country.** In the case of events and business, there was a recovery of 4%.

"Campaigns with the regions will be of great importance in order to provide them with facilities for investment projects in promotion, infrastructure and competitiveness. Likewise, it is essential to continue supporting businessmen in their participation in international fairs so that they can be spokespersons for everything we have to offer foreign travelers," concluded the trade union leader.

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