COLOMBIAN INBOUND TOURISM HAS MIXED EXPECTATIONS

According to a recent survey by the Colombian Association of Travel and Tourism Agencies (ANATO), 48.4% of businesses surveyed expect an increase in international tourism during the end of 2026. However, 26.9% expect a decrease and 20.4% expect no change.

The survey was carried out amongst those involved in the Colombian inbound tourism sector. ANATO has stated that these are not statistics, but expectations within the industry.

Those expecting an increase in tourism have mixed expectations. **26.9% expect a 1-10% increase, 12.9% expect an 11-20% increase and only 8.6% expect an increase of more than 20%. 4.3% did not have enough information.**

However, travel agencies are facing financial challenges. An economic study carried out by ANIF and ANATO shows that real income within the sector has decreased by 5.5% in the first half of 2026. This is due to increased accommodation and transport costs as well as the impact of the exchange rate.

This means that whilst there may be an increase in tourism, whether it leads to better results depends on how effective agencies are at generating income from the demand.

The survey also showed that tourists are changing their preferences. 42.3% of people stated there was increased demand for authentic and community experiences. 19.7% stated there was increased demand for nature and adventure tourism.

This creates an opportunity for destinations offering cultural, environmental and community experiences. **Whether this is capitalized on depends on how effectively they can market to international tourists.**

Paula Cortés Calle, Executive President of ANATO, has stated "it is essential that we link Colombia’s rich cultural and natural diversity with the experiences that international tourists look for. Agencies play an essential role in bringing together supply, marketing destinations and working with local communities."

As 2026 comes to an end, it will be essential that Colombian inbound tourism can successfully increase revenues for companies within the sector.

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