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EXPORTS TOURISM INVESTMENT COUNTRY BRAND

Colombia's Tourism Recovery Plan

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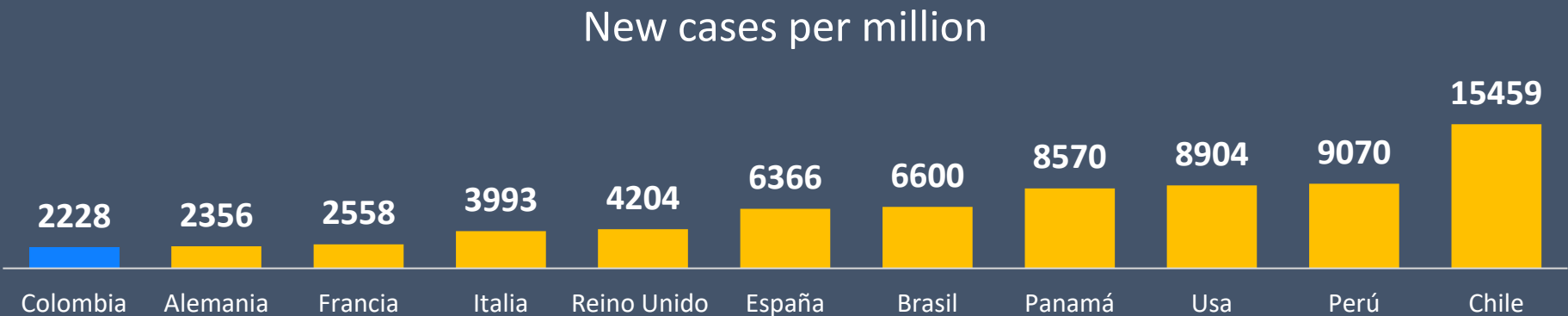
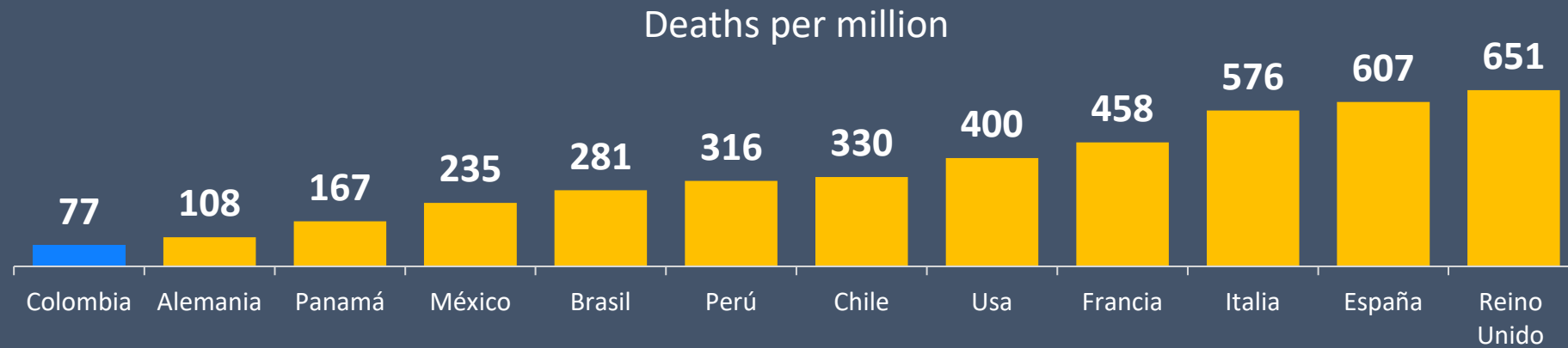
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Reacting to the pandemic



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How is Colombia addressing Covid-19?



3,4%

Case fatality rate

17,3%

Positivity rate

818.703
tests performed

How is Colombia addressing Covid-19?

165

Measures to mitigate
the effects of the
pandemic

(Investments equivalent to
9.6% of the country's GDP)



Social¹

New fase of the intelligent preventive isolation (1st June).
Gradual opening of the productive and commercial sector, with
16 industrial activities excluded.



Financial

To guarantee that inhabitants and businesses in all sectors
have access to soft loans and benefits in restructuring their
debt.



Labour

Flexibilization measures for companies to reduce labor costs,
in order to maintain employment, such as subsidies, reliefs and
payroll lines of credit.



Commercial

Sectors prioritization by level of affectation or by impact on the
economy. Releasing restrictions for some industrial activities



Fiscal

Deferral in the payment of taxes, acceleration of VAT refunds,
exemptions in consumption tax, among others.



Monetary

Reduction of the central bank's interest rate. Joint work with
commercial banks to quickly transfer benefits to customers.
Reduction of banks' reserve requirement.



Colombia's road to economic recovery

13

ACTIONS

Employment generation
Economic growth
Greater productive dynamics

		6	10
	3	Export promotion of - Knowledge Based Services	Tourism biosecurity certification
1	Economic revival for all		
Business financing revolution		7	11
	4	Promotion of e-commerce	Economic support for the tourist and aeronautical sector
2	Reactivation of the regions		
Business transformation for the new normal		8	12
	5	Taking advantage of new business opportunities	National and international promotion campaigns
	Access to factors of production to reactivate the productive apparatus		
		9	13
		Boost to attracting efficiency investment	Innovation and business competitiveness



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Our recovery plan

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Challenges



Restarting and improving connectivity



Transforming the current situation into an innovative opportunity

- Design of products and experiences for the new traveller from around the world.
- More relevance to sustainable tourism



Moving towards a more digital industry



Improving and maintaining quality standards



Recovering trust through segmented and phased promotion

Challenges

DMC's and tour operators



Saving jobs



Stenghtening domestic and long haul inbound and outbound tourism

1. Domestic tourism
2. Regional tourism
3. Long Haul



Learning about the “new” traveller



Adapting to the new normal.

Agreements with airlines

More fliexibility to changes in tickets.

Increasing demand

Recovering cash flow

Offer solutions and be flexible on payments.

Promoting trust

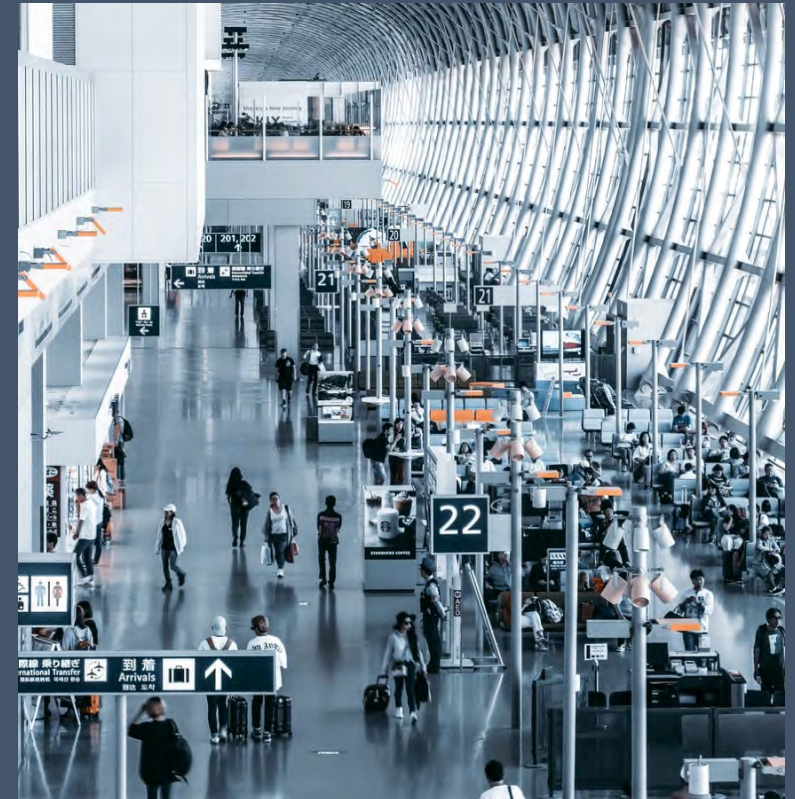
1 Connectivity

Main objective

- Restart and improve connectivity (airlines, cruise ships and by land).
- Create protocols and bio-security standards.
- Flexibility and improvements in flight tickets.

Results

- Reduction in VAT on airplane tickets from 19% to 5%.
- No charge for parking slots for national airlines.
- Reduced import tariffs for spare parts for the aeronautical industry.
- International air operations will resume on the 1st of September (some pilot routes for domestic flights will begin in July)



2 Supporting the tourism industry

Main Objective

- Provide tools to the industry in order to:
 - ✓ Keep companies afloat and re-think strategies
 - ✓ Create or adapt new products and experiences for the new traveller
 - ✓ Main focus on sustainable tourism



**White paper on
Sustainable Tourism to
be launched in August**

Results

- Credit line “**Colombia Responde**”, flexibility in tax payments and furlough scheme to make sure businesses survive
- **Export training programme** has offered a series of workshops in different areas, including biosecurity and sustainability. More than 10,000 companies have joined this programme.
- Bio-security protocol and biosecurity stamp.
- Companies are adapting products according to the needs of the biosecurity protocols that each market demands.



2 Supporting the tourism industry

Bio-security Stamp



1. Bio-security Protocol

- Establishes responsibilities for employers and employees, in private and public sector.
- Basic measures of social distancing, hand wash, PPE amongst others.
- Management and prevention procedures in case of high risk infection situations.

2. Bio-security stamp "Verified Check-in"

- First stamp in the region endorsed by the UNWTO.
- Objective to generate confidence to the travellers.
- Certify that companies are complying with biosecurity protocols.

Give travellers the confidence and the security that they are in a safe destination.

The experience will not be affected and travellers will be able to enjoy the country in a safe way.

3 Synergies

Main Objective

- Promote alliances with a variety of institutions and regions.
- Coordinate efforts that will allow for a speedy recovery of the industry.

Specific Objectives

- Strengthen the skills of the colombian companies, share good practices, leverage funds for the industry and promote the use of digital tools.
- Optimization of economic and human resources for the communication and promotion of products and prioritize destinations.



4

Effective promotion

Main objectives

- Promotion activities phased, segmented and targeted
- Recover traveller's trust in health and safety related to COVID-19
- Strengthening digital tools (**Colombia.travel**)
- Training on offer and destination
- Attracting Colombians abroad

Results

- Media plan and campaign which consist of three phases
 - **Phase 1 : Empathy message**
 - Let's take care now, so we can meet again soon.
 - **Phase 2: Colombia is getting ready**
 - We will meet soon.
 - **Phase 3: Colombia is ready and open**



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Effective promotion

Tourism campaign (1st phase)

170M

Impressions



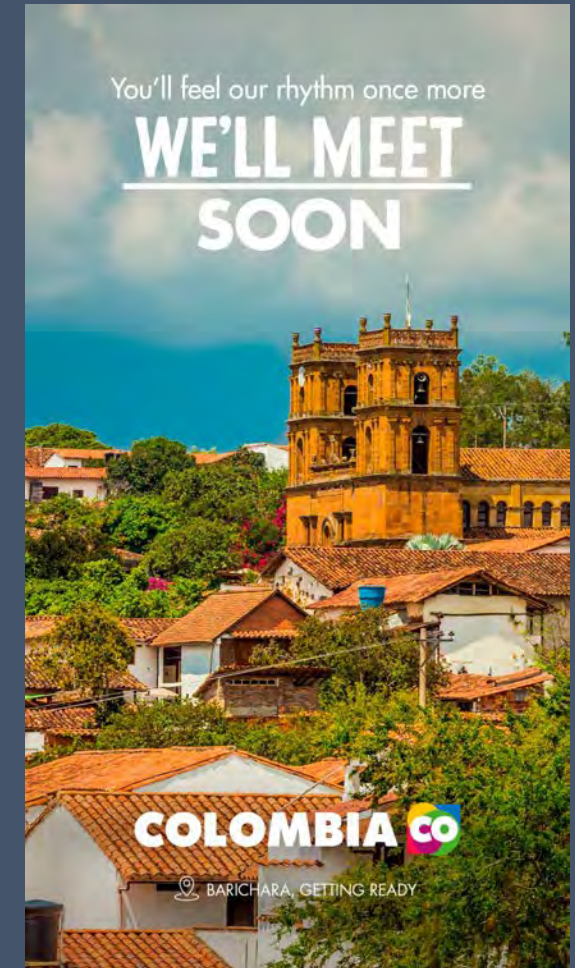
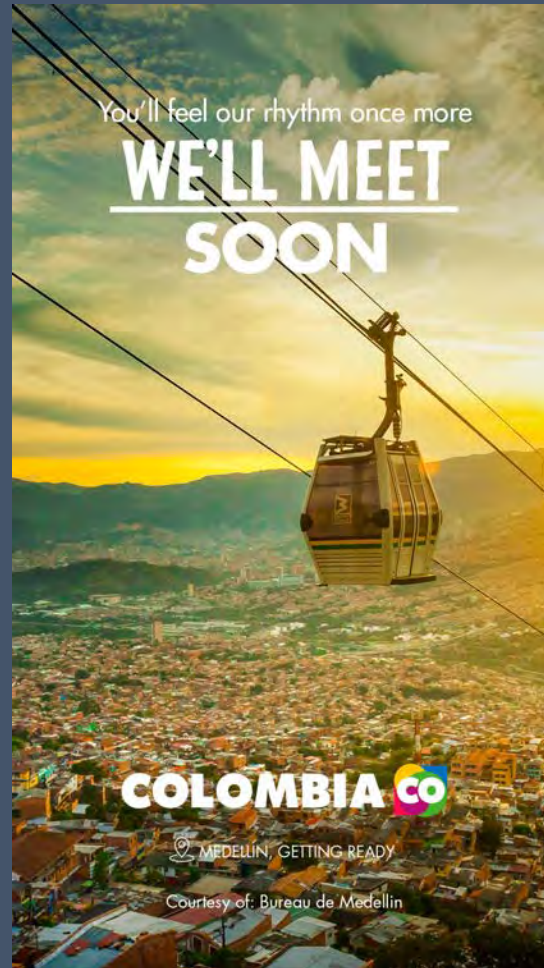
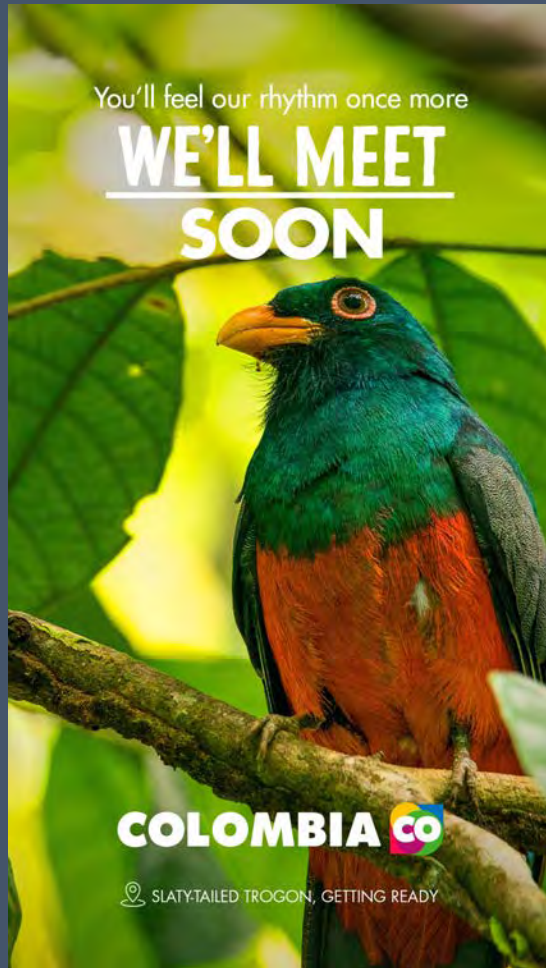
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Effective promotion

Tourism campaign (2nd phase)

12M

Impressions in first
2 weeks



4

Effective promotion

Digital tools

Webby People's Voice Award

- Colombia.travel won the Webby People's Voice Award as the best tourism website in the world in the Travel category.
- Colombia.travel surpassed the number of votes received by Conde Nast Traveler; Tall, True & Tangled (Canada); Earth Viaggi (Italy), and The Culture Trip (UK).
- Webby Awards were founded in 1996 by the International Academy of Digital Arts and Sciences in the United States and are held annually to recognise the best websites.
- The Webby People's Voice Award broke records in 2020 with 2.5 million votes registered in the 70 participating countries, according to its organisers.





Summing up

Campaing “We will meet soon”

Export Training Programme

Key Partnerships

Bespoke training

Going Digital–
Webby Awards

Colombia winner of the **Global Big Day**
(4th time in a row)

Virtual library

Reducing **VAT** for
5% in airplane
tickets

Biosecurity
protocols and
verified check-in