



Tourism in Colombia: Exploring the Diversity of a Paradise



Analysis of Tourism in Colombia

Tourism in Colombia is a key sector that drives the economy, promoting the growth of various regions thanks to the arrival of national and international visitors. This interactive dashboard presents a detailed analysis of the main tourism trends in the country, highlighting the most relevant indicators on hotel occupancy, air connectivity and the arrival of foreign tourists.

Where Do Tourists Prefer to Stay?

Region

San Andrés y Providencia

72,40 %

Cartagena

66,00 %

Antioquia

56,10 %

0 %

20 %

40 %

60 %

80 %

Hotel_Occupancy_Dec_2024

Main Indicators of Tourism in Colombia (2024)

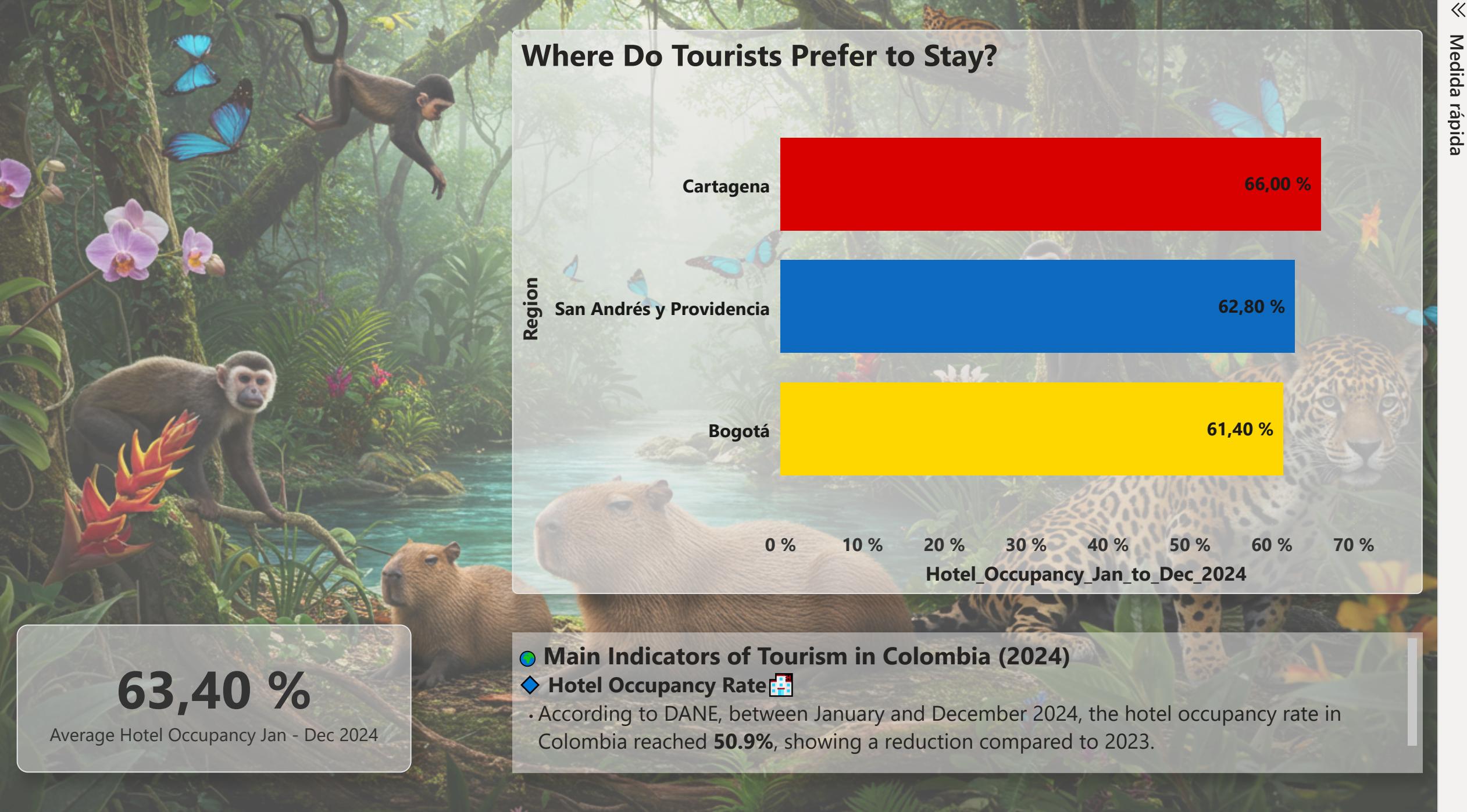
◆ Hotel Occupancy Rate

- According to DANE, in December 2024, the hotel occupancy rate in Colombia reached 51.3%, showing a recovery compared to 2023.

64,83 %

Average Hotel Occupancy Dec 2024

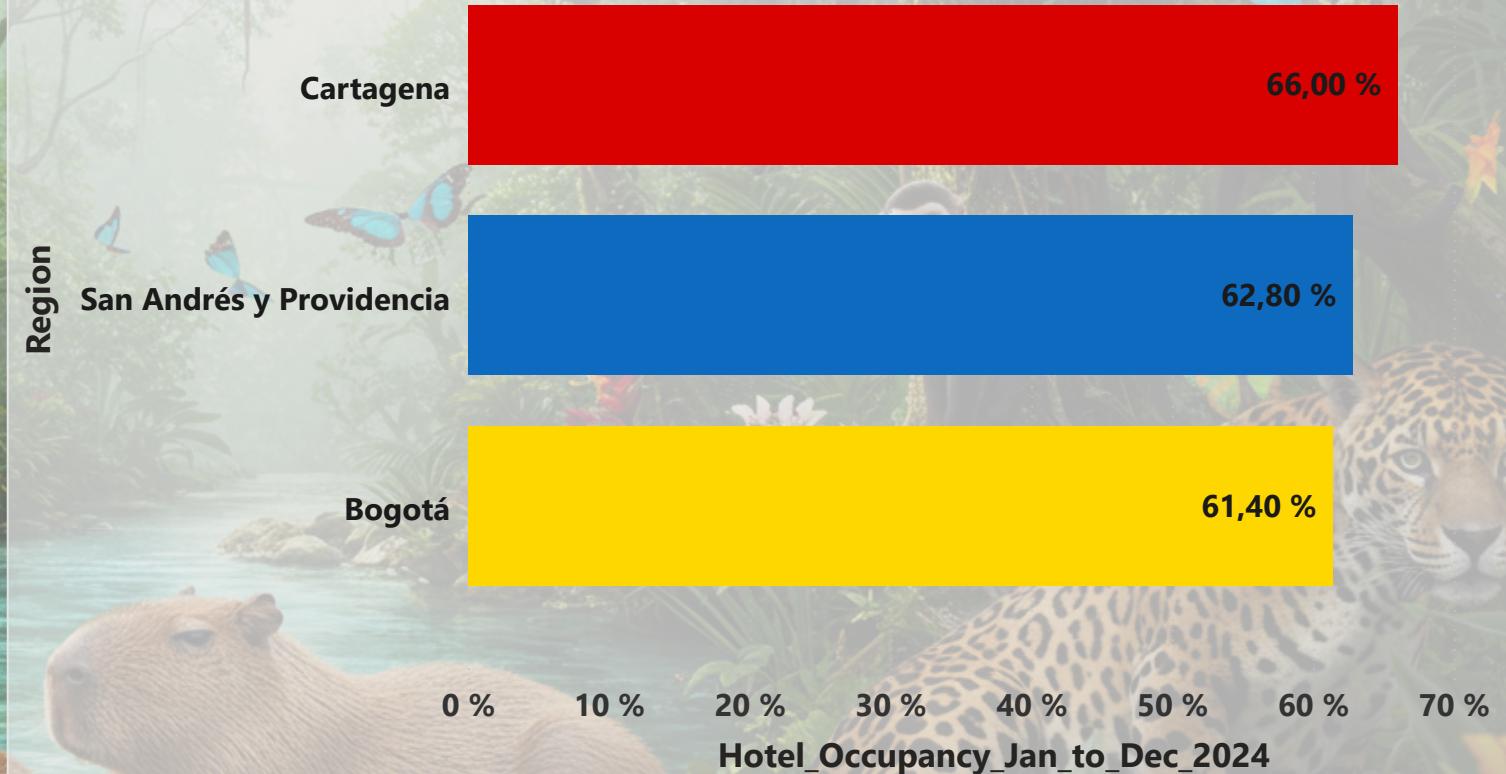




63,40 %

Average Hotel Occupancy Jan - Dec 2024

Where Do Tourists Prefer to Stay?



Main Indicators of Tourism in Colombia (2024)

◆ Hotel Occupancy Rate

- According to DANE, between January and December 2024, the hotel occupancy rate in Colombia reached **50.9%**, showing a reduction compared to 2023.



1336,9 mil
Total Visitors per Park

Year
2024

1,3 mill.
Total Annual Visitors

◆ **Visitors to National Parks** 🌱

- National parks are key destinations for tourism in Colombia.
- Tayrona National Natural Park was the most visited** in 2024, with more than 615,000 visitors.

Year

Todas

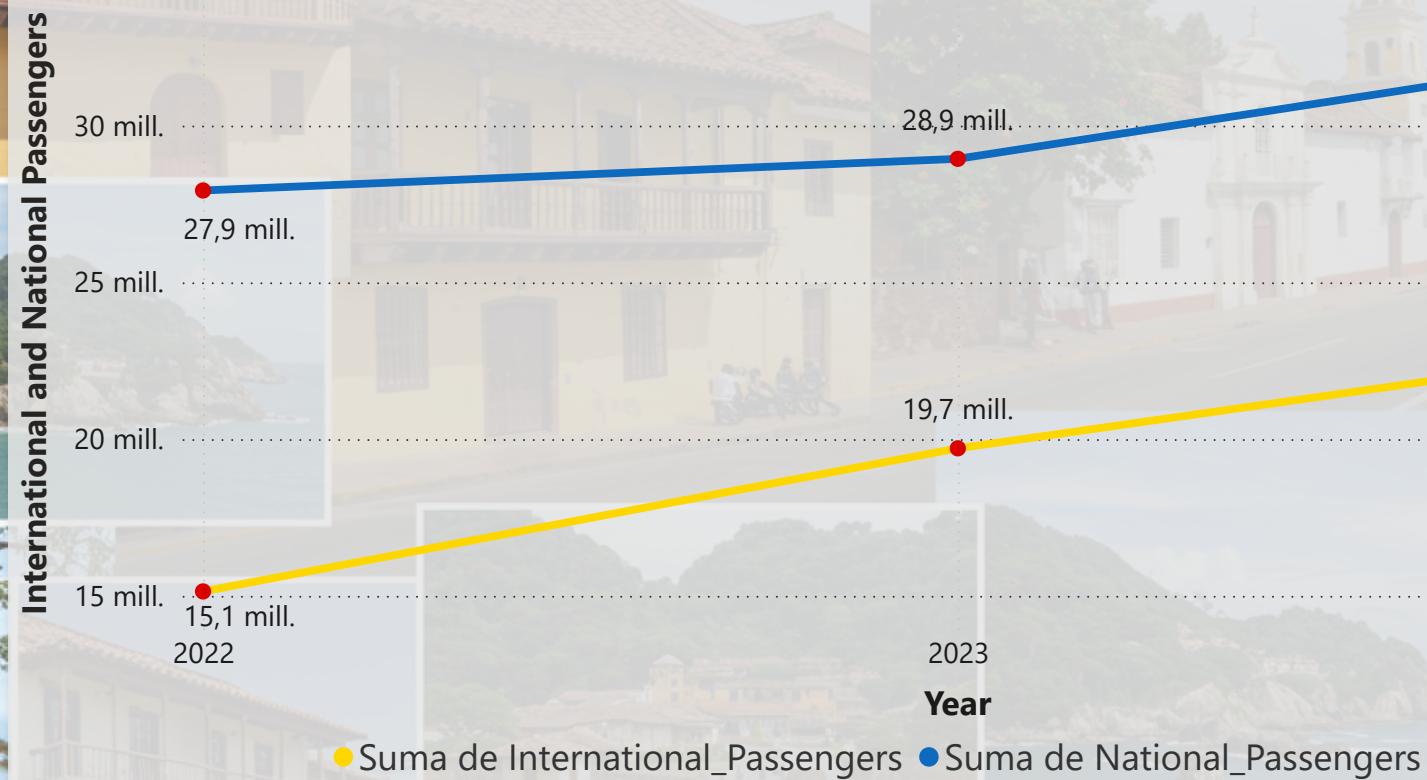
(En blanco)

Air Traffic Growth %

147,50 mill.

Total International and National Passengers

The Growth of Air Tourism in Colombia



◆ Air connectivity and its impact on tourism ✈

- The number of international flights to Colombia influences the arrival of tourists.
- **The greater the air connectivity, the greater the flow of foreign visitors.**

Country

Todas

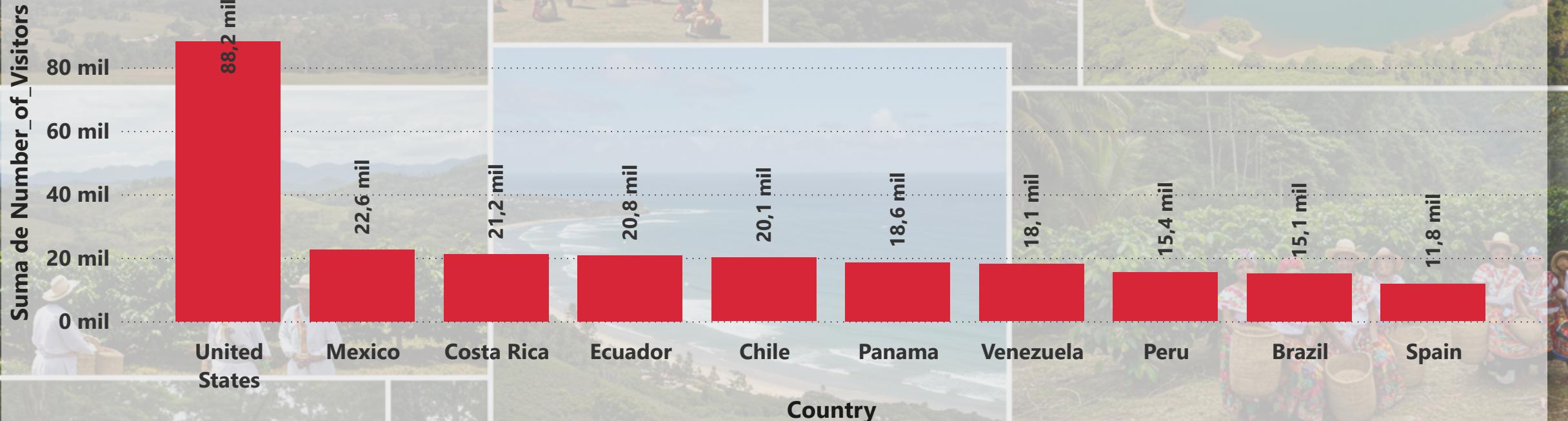
252 mil

Total Annual Foreigners

Year

2024

Where do tourists come from?



◆ Arrival of Foreign Visitors

- Colombia remains an attractive destination for international tourists.
- In 2024, most foreign visitors came from the **United States, Mexico and Costa Rica.**