



Logistur
Academy



COLOMBIA



Content

3 INTRODUCTION

6 TOP HIGHLIGHTS

- 7 Paradise Beaches
- 8 Lakes and Waterfalls
- 9 National Parks
- 10 Extraordinary Destinations

11 THE MOST BEAUTIFUL CITIES

- 12 Bogotá
- 13 Cartagena
- 14 Barranquilla
- 14 Medellín

15 COLOMBIA'S GASTRONOMY

- 16 Bandeja Paisa
- 16 Fritanga
- 17 Ajiaco Santafereño
- 17 Pandebono

28 PLANNING THE TRIP

- 19 Best travel time
- 20 Arrival
- 21 Entry
- 22 Vaccinations and Health

23 SUMMARY

25 ABOUT LOGISTUR



Logistur
Academy

Introduction



Colombia is surrounded by endless oceans, with the Pacific Ocean to the west and the Caribbean Sea to the east. The Rosario Islands southwest of Cartagena have a brightly colored underwater world and are therefore especially popular within divers. Another highlight is the highest coastal mountain range in the world, the Sierra Nevada de Santa Marta, with the Tayrona National Park. If your customers like hiking, we recommend a five-day trekking trip through lush jungle to the ruined city "Ciudad Perdida - lost city". 750 km (466 miles) northwest of the Colombian coast lies the island of San Andres in the middle of the Caribbean Sea. In the south of Colombia one will find dense, impenetrable Amazon rainforest. The last foothills of the Andes are stretching from north to south of Colombia: Snow-capped mountains watch majestically over plateaus and fertile valleys; one of the best coffees in the world is grown here.

Colombia is the fourth largest country and the oldest parliamentary democracy in South America and is likely to become more and more important in the future. The country has significantly reduced its levels of violence and social inequality, making Colombia safer for travelers. Anyone looking for cultural diversity, modern metropolises and beautiful landscapes (from Caribbean beaches to fertile valleys and huge mountains) should definitely visit Colombia.



10 Facts about Colombia

1**Capital**

Colombia's capital is Bogotá.

2**Neighboring countries**

Colombia borders Panama, Ecuador, Venezuela, Peru and Brazil.

3**Population**

Colombia is home to about 50 million people.

4**Size**

Colombia, with an area of 1.1 million square kilometres (*271 million acres*) is about 9 times smaller than the USA or Canada and about 4.7 times bigger than United Kingdom.

5**Language**

The official language is Spanish (and especially in rural areas you won't get far with English). The Colombian population speaks the clearest, most articulate and for foreigners best understandable Spanish in Latin America. A total of 65 indigenous languages and 2 Creole languages are spoken in Colombia.

6**Currency**

The currency in Colombia is the Colombian Peso (COP).

7**Culture**

Colombia is one of the countries with the greatest indigenous diversity in the world, which is expressed in a great variety of cultures, languages, social structures and ways of life. Nearly 1.4 million indigenous people live in Colombia, which represents about 3.4 percent of the total population.

8**Lively Colombians**

Colombians are very warm, honest and humorous. They love to get together in the family or among friends, to debate, philosophize and of course to celebrate. They live in the "here and now" and they show it.

9**Biodiversity**

Due to the very varied geography and climate, Colombia has an enormous variety of animals and plants. Colombia is the country with the second highest biodiversity in the world. In addition, Colombia is one of seventeen mega-diversity countries in the world.

10**Fun Fact**

Colombia's national anthem is played twice a day on both radio and television: at 6:00 a.m. and 6:00 p.m. respectively - this is stipulated by law.



Logistur
Academy

Top Highlights

Paradise Beaches

Cabo de la Vela

Located in the northeast of the country is the Cape Cabo de la Vela. The journey is far and long, but it is worth it, as only few travelers go there. One will find a natural landscape with dunes and rocks at the edge of the Caribbean Sea. The desert region around Cabo de la Vela is inhabited by the indigenous Wayúu people.

Islas del Rosario

The "Islands of the Rosary" consist of 28 small islands, located about 40 kilometers southwest of the city Cartagena. Here, travelers will find a huge variety of species, both in the water and on land. If your customers are looking for Caribbean dream beaches and wonderful underwater worlds, this is the place to be.

Island San Andrés

San Andrés is a small Colombian island in the Caribbean, 800 kilometres northwest of the Colombian mainland. It is known for its white sandy beaches, coconut trees, clear water and all-inclusive hotels. It is one of the favorite weekend destinations of Colombians. The island belongs to an archipelago that also includes the neighboring islands of Providencia and Santa Catalina. Their culture is a fusion of Latin American, English and Creole influences. In front of the island are extensive coral reefs with a great variety of marine life.



Lakes & Waterfalls

Laguna de Guatavita

About 60 kilometers (37 miles) from Bogotá one will find the small mountain lake Guatavita. This lake is associated with some legends and is considered sacred, as indigenous tribes once celebrated their ceremonies here. Some historians believe that these ceremonies contributed to the creation of the legend of El Dorado, a legendary gold country. Apart from this, the lake is beautiful, surrounded by greenery and reflecting the blue of the sky.

Tequendama Waterfall

Salto del Tequendama is a natural waterfall located southwest of the Colombian capital Bogotá, in the municipality of Soacha. It is 157 meters (515 feet) high and gapes on a rocky precipice from where it plunges into the depths. The traditional Hotel del Salto, right next to the waterfall, an elegant Wilhelminian style building, was closed by the owner and was left to decay for many years, making it a "horror hotel". Today it is a museum for biodiversity and culture.



National Parks

Los Katíos National Park

The Los Katíos Nature Park is located in the northwest of Colombia and was declared a World Heritage Site by UNESCO in 1994. More than 400 species of animals can be found in this national park and some of them are only found in this region. In Los Katíos there is an infrastructure for visitors with jungle trails and small accommodation facilities. The national park can be reached by boat from Turbo or on the Rio Atrato from Quibdó or Riosucio. Sights include the spectacular Tilupo waterfall, the Tendal waterfall and the Tumaradó swamps. In general, the park is characterized by mountain rainforests, river landscapes and hilly areas.

Tayrona National Park

Tayrona is perfect for those who want to explore nature, ancient ruins and different ecosystems. The park not only stretches along the Caribbean coast with palm fringed bays and coastal lagoons, but also over the deep green rainforest. In the heart of the park you can explore the site of the Pueblito ruins, built by the Tairona people.



Extraordinary Destinations

Catedral de Sal

The Catedral de Sal is a catholic church in a mining gallery and tourist attraction in the Parque de la Sal theme park in Zipaquirá, in the province of Cundinamarca. It has no official status as a cathedral and is not under the jurisdiction of a bishop, but attracts thousands of visitors and pilgrims every week. What is special about it? The cathedral is 180 metres (590 feet) underground, built from salt. It has a rich artistic decoration, especially with sculptures made of salt and marble in a religiously shaped environment.



The Lost City

The lost city lies in the deep jungle of the Sierra Nevada. For almost 400 years Teyuna was considered forgotten until it was discovered in 1976. It is called the Colombian version of Machu Picchu - but is far less overrun by tourists. One reason for this is probably that the "Ciudad Perdida" can only be reached on a four to six day hiking trip through the jungle.



Logistur
Academy

The most Beautiful Cities



Bogotá

Music, culture, salsa and delicious food - Bogotá is not only the Colombian capital, but also surprises travelers with its charming colonial quarters and a very welcoming people. Some of the best museums in America can be found here, including the Gold Museum: the collection includes over 30,000 gold pieces and thousands of artifacts made of bone, stone, ceramics and textiles from various pre-Columbian peoples. In addition, Bogotá offers a breathtaking view over the city from the mountain Monserrate, which can be reached after a ride with the cable car.



Cartagena

Cartagena is a romantic coastal city. The fortress Castillo de San Felipe attracts many visitors, as does the mud volcano El Totumo, where travelers can enjoy a mud bath. Other places of interest are the clock tower, Plaza Bolivar, the hill of Convento De La Popa and the churches of San Pedro Claver and Santo Domingo. Especially beautiful is the old town of Cartagena with its old city walls, consisting of the historic quarter El Centro and San Diego. Here your customers will find colonial architecture, churches, convents, palaces, villas and beautiful squares.



Barranquilla

Located in the north of the country, near the Caribbean, Barranquilla is known worldwide as the birthplace of the singer Shakira. In addition, the city is known for the Colombian carnival, where Colombian culture and regional folklore are expressed in music - it gets colorful! Because of its richness and its great cultural importance, the carnival in Barranquilla is part of the national cultural heritage.



Medellín

The once infamous metropolis has completely reinvented itself and is now considered a safe destination and one of the most innovative cities in South America. Medellín, Colombia's second largest city, offers a lively art scene and various barrios full of shops, green parks, museums, churches, markets and delicious specialties. On the Cerro Nutibara you can enjoy a great view over the city and the Park Plaza Botero impresses with its numerous statues, created by the artist Fernando Botero.



Logistur
Academy

Colombia's Gastronomy



Colombian gastronomy is as varied as the country's music. Soups, ragouts, stews, seafood - Colombia's cuisine is influenced by the Pacific and Caribbean, Spain and Africa, the Amazonian Indians and the farmers from Medellín. In addition to traditional regional dishes, new trendy dishes can be found on the plates, mainly prepared with local products.

Bandeja Paisa

This typical dish consists mainly of beans. It comes in different variations and therefore, besides beans, it usually contains rice, minced meat, fried eggs, sausages, baked bananas and avocado. Bandeja Paisa comes originally from the Paisa region, as its name suggests.



Fritanga

Fritanga is perfect for all meat lovers, as the dish contains chorizo, black pudding, pork belly, sausage and pork ribs. It is accompanied by potatoes, some of which are fried as chips. Fritanga is not only found in restaurants but also at the street vendors in Bogotá.

Ajiaco Santafereno

This dish is mainly spread in the central region of Colombia and is a chicken soup with different types of potatoes and corn. The basic spice is the so-called "guasca", a wild herb. The name of the dish is derived from the Colombian capital Bogotá or its old name Santa Fé de Bogotá.



Pandebono

Pandebono is a small round bread with cheese flavour made from corn flour. Although it is not a filling lunch, it is perfect as a snack for the day or as bread for breakfast. Pandebono tastes best when still warm.



Logistur
Academy

Planning the Trip

Best Time to Travel

Although Colombia is worth visiting all year round, the best time to travel is generally between December and March and from July to August, when there is very little rain. This is due to the dry and rainy seasons. There are also only two seasons in Colombia: summer and winter. However, the destinations in the country are varied and so the climate varies from region to region. In the following, we therefore provide you with an overview of when you can especially recommend a certain destination to your customers.



In the **central region**, rainfall is distributed throughout the year and temperatures hardly vary at all: during the day it is about 24 °C (75 °F) and at night 15 °C (59 °F). In April and May it rains a little more.

In the **Caribbean region** like Cartagena, Santa Marta and on the islands the temperature is always high and from January to May there is very little rain. In September and October the rainfall starts to increase and the winds get stronger, these months are not optimal. Better are the months December to April.

The **Amazon region** is hot and humid all year round. July and August are drier compared to the rest of the year, making them more suitable for travel.

Arrival

Airplane

By plane, the journey to Colombia is comfortable and fast. The journey can be started from all major departure airports in the European / North American region and takes between 12 and 14 hours from Europe and about 6 to 8 hours from North America. The most important destination airports are the El Dorado International Airport in Bogota and Rafael Núñez International Airport in Cartagena.

Car or Bus

Entry by car is possible from Ecuador between Tulcan and Ipiales and from Venezuela via Maico. However, this is not recommended due to limited security. The Ormeño company offers bus services from Venezuela, Ecuador and Peru to Colombia. In general, we do not recommend travel to the border regions due to safety reasons. Your customers must obtain an entry stamp in your passport when they enter Colombia by land. If they don't, border officials may require them to go back to their border entry point to obtain this stamp. They may be fined if they fail to obtain an entry stamp.

Cruise

Colombia is served by many cruise lines from the USA, Mexico, Central America, the Caribbean and Europe.



Entry

Citizens of Europe, Canada, USA, Ireland and Great Britain do not need a visa for a tourist stay, the passport is considered the entry document. The passport must be in good condition and it is strongly recommended that the passport is valid for at least 6 more months at the time of entry. Damaged travel documents (e.g. frayed outer cover, loosened binding of the pages) usually lead to a refusal of entry. Travellers who have ever reported their current passport as lost or stolen should make sure that the report is completely deleted from the Interpol file before departure. Otherwise, entry will normally be refused.

The immigration authority "Migración Colombia" determines the length of stay at the border crossing points or at the international airports by means of a stamp in the passport. Travellers should therefore ask the border officials at the entry control by presenting letters of invitation, flight tickets or similar, to authorize a duration of stay that covers the intended period of stay. The initial maximum length of stay is 90 days, extendable by a further 90 days. If you are entering the country by land, you must make sure that the entry stamp is affixed, otherwise there will be problems when leaving the country (especially at the border from Ecuador to Colombia, intercity buses are happy to "wave through" their passengers without giving them time for the entry formalities).

Upon entry, the presentation of a return or onward ticket may be requested.

At the airports, all luggage is checked by scanner on arrival. In addition, physical searches for drugs are sometimes carried out without suspicion. If baggage is searched on suspicion of drugs, travellers should try to bring in an independent witness.

Vaccinations & Health

Yellow fever vaccine, documented on the WHO International Certificate of Vaccination, is required for travelers coming from a yellow fever area (Brazil, Angola, Democratic Republic of Congo, Uganda). The vaccine must have been administered at least 10 days before arrival in Colombia. If travelers cannot prove this, they are often refused transport from the airport.

Anyone travelling to Colombia should generally be vaccinated against hepatitis A and typhoid fever. The rabies vaccination is also recommended. In addition, a vaccination against hepatitis B is recommended for longer stays. Every traveler to South America should have the standard vaccinations generally recommended for their home countries.

The medical care available in the larger cities is generally comparable to that in Europe and North America. In rural areas, however, it is often problematic in terms of technology, equipment and hygiene.

Travelers should repeatedly apply insect repellent to all exposed areas of the body, both during the day (dengue, zika, chikungunya) and in the evening hours and at night (malaria).

All data is intended for your information, in case your customers have questions in this regard. However, the information provided does not replace consultation with a doctor, as the correct precautions depend on the destination, the type of trip and the personal risk, e.g. due to a previous illness. Your customers should therefore always consult their doctor. In addition, the current entry regulations of the countries should be observed.



Logistur
Academy

Summary

Colombia's cultural richness, the diversity of its landscapes and its delicious gastronomy make the country an impressive destination. Do not miss the chance to offer this destination to your customers. Ideally, you should plan a trip for your clients together with a DMC that specializes in South America and has the appropriate planning skills and knowledge of the region. In this way, complications during the trip can at best be avoided or at least solutions can be found. This way you can offer your customers a wonderful trip to Colombia. You are also welcome to arrange a meeting with our specialists to learn more about Colombia or other destinations in South America.

CONTACT A SPECIALIST



→ Would you like to offer your customers trips to Colombia and enter the tourism business with South America? Then inform yourself about our [Colombia trips](#).



Logistur
Academy

About Logistur DMC



Contact

info@logistur.travel

www.logistur.travel

Whatsapp +56 9 3388 0095



Logistur plans, implements and carries out journeys to various destinations throughout South America, according to the specific requirements of each of our partner agencies.

We have a team of experts and the necessary technology to facilitate the operational work of your agency. Put everything in our hands and you will be able to focus on the most important thing: the satisfaction of your customers and your sales.

Do you know someone for whom this e-book might be useful?

We invite you to recommend the Logistur Academy to others and to [share this link](#).