



VITRINA[®] TURÍSTICA ANATO 2025

FEBRUARY 26TH TO 28TH - CORFERIAS, BOGOTA



'COLOMBIA
OPEN TO
THE WORLD'


anato

Asociación Colombiana de
Agencias de Viajes y Turismo



WELCOMING REMARKS OF THE PRESIDENT

Over the last few decades, we have been witness to the evolution and development of tourism, its impact on the economy, shifts in travel experiences, access to greater and better alternatives, adaptation to technology and, by all means, the prioritization of sustainable tourism.

As these advances unfold, the travel industry faces challenges linked to the modernization of its business models, the search for innovative ways of connecting travelers in outbound, inbound and internal tourism, and the promotion of tourist destinations, which will allow it to fulfill the demands of new consumers. This is why, having understood that public-private labor, strategic partnerships and sales agreements are powerful tools that leverage success, version **No. 44** of **VITRINA TURÍSTICA**, has arrived to promote synergy in business, guaranteeing that - through joint initiatives - we continue to pursue a path of growth for this sector, which is of interest to us all. This interest is reflected by the fact that more than 50.000 professional visitors attend this major event, including exhibitors from all 32 departments of Colombia, with the participation of businesspeople from more than 32 countries.

‘Colombia - Open to the World’ is the slogan of the event, which has for many years served as a declaration of our intent to ensure that, as protagonists of this sector, we all gather together and continue to demonstrate our ability to adapt and recover, which has been one of the greatest qualities of our industry.

We are waiting for you at the Corferias Exhibition Center on **February 26th, 27th and 28th, 2025.**

You are all welcome!

Paula Cortés Calle

President of ANATO

WHAT IS VITRINA TURÍSTICA?

Vitrina Turística is **the most important business scenario for the promotion of Colombia** and the world, where the sector's professionals have the opportunity to become familiarized with the products and services available in tourism, offered by exhibitors from different countries and every region of Colombia who are looking for business partnerships that contribute towards the establishment of this industry.

WHY SHOULD YOU PARTICIPATE?



It is an ideal scenario where the tourism-related products and services on offer are concentrated, provided by around **1.200 exhibitors and co-exhibitors from 32 participating countries and 32 departments of Colombia.**



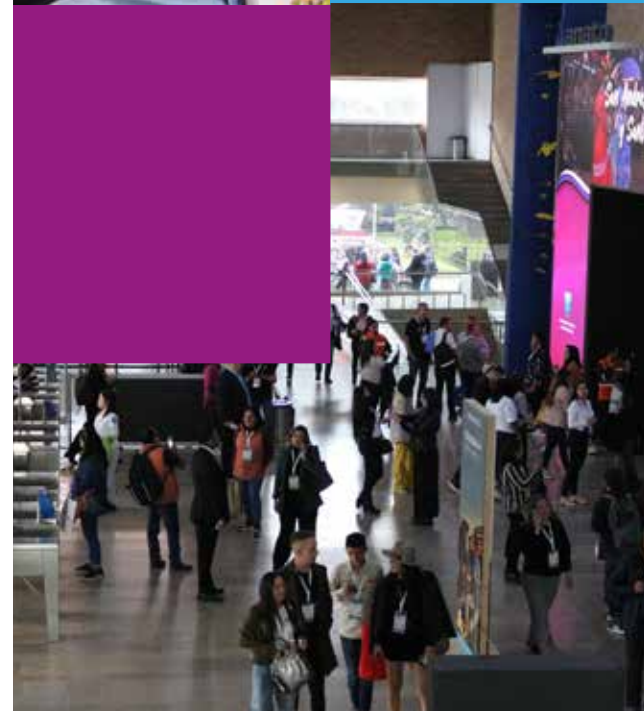
Your company will achieve significant exposure and impact among **more than 50.000 professional visitors who will be attending this 3-day event**, to consolidate your brand's positioning and visibility.



You will have the chance to **deliver the latest news, products and business opportunities to entrepreneurs from the travel sector**, a stone throw's away from key decision-makers in the travel industry providing the greatest opportunity to start negotiating with them.



It is a unique occasion to **refresh relations with clients and generate new business, in an event that facilitates close to 22.500 appointments** by way of our scheduling system.



FACT SHEET

ORGANIZATION:

Colombian Association of Travel Agencies & Tourism - ANATO

EDITION:

44th

DATE:

Wednesday, the 26th, Thursday, the 27th and Friday, the 28th of February, 2025.

FREQUENCY:

Annual

VENUE:

International Business and Exhibition Center - CORFERIAS

Calle 24 No. 39 - 80, Bogotá

PROFILE:

Professional, closed to the general public.

SCHEDULE:

DATE	TIME	ACTIVITY
Wednesday, February 26th	10:00	Opening event
	09:00 - 19:30	Open to Professional Visitors
Thursday, February 27th	09:00 - 19:30	
Friday, February 28th	09:00 - 19:30	

WHO CAN ATTEND AS AN EXHIBITOR?

National and international companies that offer tourism products and services, such as:

- Travel Agencies
- Wholesale Travel Agencies
- Tour Operators
- Associations
- Airlines
- Cruise Lines
- Car Rental Companies
- Educational Institutions
- Government Entities
- Tourism Promotion Funds
- Hotels, Hotel Chains and Accommodation Facilities
- Media
- National and International Tourism Organizations
- Tourism Representation Offices
- Suppliers of Tourism Products and Services
- Entertainment and Recreation companies
- Traveler Insurance Companies
- Specialized Tourism Software Companies

Professional International Visitors must pay a registration fee of **USD \$70 per person.**

MAP OF VITRINA TURÍSTICA: CORFERIAS EXHIBITION CENTER



- **Pavilions 11 - 14:** National Exhibition in the Great Hall , Colombia.
 - **Pavilions 15 - 16:** International Exhibition in the Great Hall (South side)
 - **Pavilion 17 :** International Guest of Honor (destination), Wholesalers, ANATO Institutional.
 - **Pavilions 18 - 23:** International Exhibition in the Great Hall (North side)
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- **Pavilion 4:** National Guest of Honor (destination), Colombia.
 - **Pavilion 3, Level 2:** Colombia, ANATO Capacita.
 - **Pavilion 6, Level 2:** Colombia Travel Mart, ProColombia.

HOW TO BOOK A SPACE AT VITRINA TURÍSTICA 2025

Please email the Events Sub-directorate to check the availability of stands at the following email address: subdireccioneventos@anato.org, and CC eventos@anato.org. You will receive an email in response, confirming whether there are any free stands, along with an updated map of the event, which you can use to select your area of interest (each booth will be marked with its respective number and area).

Wholesalers Section: To check the spaces available within a specific area in charge of the Wholesalers Chapter, information must be requested by sending an email to: mayoristas@anato.org.

***IMPORTANT:** The general distribution of the stands in the national and international pavilions may be subject to changes, which is why it will not be possible to secure the same location employed in the 2024 edition.*

In view of the above, stands will be allocated according to the order of the requests; once the "Participation Agreement" has been filled in and delivered and the respective payment has been made (see Updated Fees, conditions and Payment Terms here)

FEES



AREA (M2)	ASSOCIATE	NON-ASSOCIATE	FOREIGN
9,00	COP\$ 4.302.000	COP\$ 7.452.000	USD\$ 3.276
10,50	COP\$ 5.019.000	COP\$ 8.694.000	USD\$ 3.822
12,00	COP\$ 5.736.000	COP\$ 9.936.000	USD\$ 4.368
18,00	COP\$ 8.604.000	COP\$ 14.904.000	USD\$ 6.552
19,50	COP\$ 9.321.000	COP\$ 16.146.000	USD\$ 7.098
36,00	COP\$ 17.208.000	COP\$ 29.808.000	USD\$ 13.104
54,00	COP\$ 25.812.000	COP\$ 44.712.000	USD\$ 19.656
72,00	COP\$ 34.416.000	COP\$ 59.616.000	USD\$ 26.208
90,00	COP\$ 43.020.000	COP\$ 74.520.000	USD\$ 32.760
108,00	COP\$ 51.624.000	COP\$ 89.424.000	USD\$ 39.312

NOTE: Value-added Tax (19%) has not been included in the prices listed above.

Should you require a stand of a different size, you may calculate the rate as follows:

Associates:

COP\$ 478.000 / m2

Non-Associates:

COP\$ 828.000 / m2

Foreign Exhibitors:

USD\$ 364 / m2

The basic stand rate includes:

- Plywood paneling with white melamine casing.
- Exhibitor's name on the ledge.
- 1 electrical outlet (110 v DC).
- 1 rectangular desk.
- 3 standard chairs.

PAYMENT DEADLINES

Payment for the selected stand must be made, without exceptions, within **fifteen (15) calendar days**, starting on the date that the email is sent by the organization **confirming the allocation of the stand(s)**.

In view of the deadline mentioned above, the following discount or extra charges will be applied. The defined payment periods will be taken into account for discounts, as long as the stand has been paid in full:

REQUIREMENT	TERM	%
Stand confirmation and 100% payment for the requested area (regular exhibitors and new exhibitors).	From September 20th to November 15th, 2024	10% Discount
Stand confirmation and 100% payment for the requested area (regular exhibitors and new exhibitors).	From November 16th, 2024 to January 15th, 2025	Basic published rate
Payment covering 100% of the requested area (all exhibitors).	From January 16th, 2025	10% Increase

Important:

- In order to apply the discount, **total payment for the stand** requested must be made within the established term.
- The dates listed above are **not the deadline for payment**.
- The organization will not save the stand beyond the **fifteen (15) calendar day period** mentioned above.
- Terms and conditions apply.



PAYMENT TERMS AND CONDITIONS

Once the space you are interested in has been confirmed and the stand information has been sent, you must **pay the total area fee to formalize your participation.**

Important:

- Payment for the chosen area must be made within **fifteen (15) calendar days** as of the date on which the e-mail confirming the allocation of one or more stands is sent by the organization.
- For the contract to be adequately registered in the system, it is necessary to send proof of payment; otherwise the requested stand will not be understood as formalized.
- Government entities must send the Budget Registration Certificate.
- Failure to make the payment within the deadlines established in the confirmation email, will result in the Exhibitor losing their rights over the requested space, which will be released and offered to other companies. Should this occur, please send a new request to consult availability.
- Cancellation policies can be found in the [Event Regulations](#).

ALLOCATION PROCEDURE, FILLING IN THE AGREEMENT AND PAYMENT PROCESS

Please consult the **Exhibitor's Manual and Participation Regulations** for more information. These documents contain all the relevant information about the event and its rules, which must be read carefully, since they include participation parameters that must be strictly abided by.

Exhibitor's Manual



GENERAL INFORMATION

DESTINATIONS CHOSEN AS GUESTS OF HONOR

Each year, Vitrina Turística enjoys the participation of an international destination of great relevance to the Colombian market. The city of Santa Marta will participate as this year's National Guest Destination.

COLOMBIA TRAVEL MART

Colombia Travel Mart is an event organized by Procolombia, which takes place simultaneously within the framework of the Vitrina Turística, which is attended by international buyers from important markets who meet in a business matchmaking to generate opportunities with Colombian entrepreneurs.

Read More



DISCOUNTS ON FLIGHTS AND HOTEL RATES

All the details regarding discounts on airline tickets and hotel accommodation rates, will be published in advance on the following website: www.vitrinaturistica.anato.org You may also request details from ANATO's Events office, who will clarify any other queries you may have.

Read More



Organize:

 **anato**

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