

## Colombia improved 12 positions in the world ranking of congress and convention tourism

In 2007, Colombia was ranked number 50 and now lies in position 38 according to the International Congress and Convention Association, with a special recognition to Bogota and Cartagena. The country outperformed destinations such as Uruguay, Russia, Peru, Ecuador, Costa Rica, New Zealand, Panama and Puerto Rico, among others.

Nubia Stella Martinez, Vice President of Tourism Proexport noted that this result is good news, since the consolidation exercise of events promotion is a very recent institutional effort. The official explained that tourism is a crucial aspect for development since it regulates the seasonality of tourism demand, creates jobs and promotes the exchange of professional knowledge. Moreover, it constitutes a factor of promotional efforts of the national tourism. Colombia's rise in the ranking of ICCA, which involved 90 countries, is a good the evidence of a coordinated effort with various public and private agencies in the country. She highlighted the progress of Cartagena and Bogota in the ranking. The first moved from position 89 to 69, with a total of 22 events last year, while the capital moved from position 114 to 108, with 15 international meetings.

The International Congress & Convention Association is the global network of industry conferences and conventions, which was founded in 1963 by a group of travel agents. Currently, ICCA is comprised of 850 member companies and tourism organizations from 85 countries in the corporate world. Its mission is to ensure that its members always maintain competitive advantages in the field of congresses and conventions. To learn more about the report, [click here](#).