

**Diseño de paquetes turísticos para la empresa THE COLOMBIAN PROJECT LTDA en la  
ciudad de Bogotá.**



**Universidad  
del Cauca**

Anteproyecto de práctica profesional para optar al título de Profesional en Turismo.

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**Facultas de Ciencias Contables, Económicas y Administrativas**

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## CAPITULO I

### **1. Caracterización de clientes para la empresa The Colombian Project**

La caracterización de clientes es la descripción de un usuario o un conjunto de usuarios por medio de variables demográficas, geográficas, intrínsecas y de comportamiento, con el fin de identificar las necesidades y motivaciones de los mismos al acceder a un servicio. (Mintic, 2011).

Algo que constantemente podemos ver en las empresas del sector turístico es la diversidad de sus usuarios. Cuando una empresa reconoce esta diversidad, e identifica las características, actitudes y preferencias que diferencian a sus clientes, se tiene la oportunidad de ajustar sus actividades, decisiones y servicios para responder satisfactoriamente el mayor número de requerimientos, obtener un tipo de retroalimentación, y lograr objetivos de la que se ha planteado la empresa. Una vez se tienen claras las diversas solicitudes de atención, es posible presentar ofertas de servicios focalizadas, en lugar de tratar de satisfacer a todos con una oferta unificada.

La empresa THE COLOMBIAN PROJECT cuenta con clientes específicos, cuyo perfil se ha ido estableciendo en el transcurso del funcionamiento de la empresa, esto debido a el tipo de servicios que se ofrecen: Actividades de naturaleza, aventura, cultura e historia.

Sin embargo, la empresa desea aumentar su nivel de ventas y focalizar su portafolio de servicios, para ello ha identificado que es necesario hacer una caracterización de sus clientes actuales y potenciales, con el fin de ofrecer servicios de calidad dirigidos a un segmento de usuarios en específico.

Con esta caracterización de clientes la empresa busca obtener los siguientes beneficios:

- Aumentar el conocimiento que la empresa tiene de sus clientes.
- Ofrecer elementos que permiten mejorar la comunicación entre la empresa y sus clientes.
- Ayudar a determinar las necesidades de los clientes eficientemente para que puedan ser satisfechas cuando lo solicitan.
- Enfocar los servicios ofrecidos y las comunicaciones hacía aquellos usuarios que más lo requieren.

- Obtener elementos para ajustar servicios existentes y favorece el diseño de nuevos servicios para los clientes que no están siendo atendidos por los canales de acceso establecidos.
- Permitir de manera general, la planeación e implementación de estrategias orientadas hacia el mejoramiento de la relación con el cliente.

## 1.1 Metodología

Para la realización de la caracterización de clientes de la empresa se llevaron a cabo los siguientes pasos:

- **Investigación en la base de datos de la empresa:** Como primera medida se hizo una revisión de la información de los clientes, dicha información ha sido recolectada en el transcurso del funcionamiento de la empresa, en la cual contiene datos personales que se piden al cliente antes de tomar el tour, y datos que se necesitan para la planeación del viaje que va a tomar el turista.

Debido a que en su mayoría el contacto del cliente se da vía e-mail, los datos de los clientes se guardan en el Dropbox que tiene el correo de la empresa.

**Clasificación de características:** Siguiendo a la revisión de la información de los clientes se hizo la clasificación, en la cual se tomó la decisión de priorizar algunas variables tales como: Edad, género, ocupación, estado del ciclo familiar, estrato socioeconómico, lugar de procedencia, motivo de viaje y número de días de estadía en el país.

Estas variables fueron priorizadas debido a:

**Edad:** Clasificar a los usuarios por rangos de edades con ciertas características de similitud, se consideró que esta variable es importante pues suele tener relación con variables de comportamiento, por lo tanto, es necesario conocer los rangos de edad en los que están los clientes actuales de la empresa para establecer una tendencia de los servicios que se van a ofrecer.



**Género:** Clasificar las diferencias de género (Mujer- Hombre) especialmente por la influencia de las diferencias biológicas en el comportamiento o las connotaciones culturales sobre cada género, se consideró que esta variable es importante ya que puede incidir a la hora de ofertar un servicio.

**Ocupación:** Clasificar la ocupación de los clientes permite conocer los servicios en los que puede estar interesado el cliente, así como también aproximarse a la capacidad económica que tiene, se consideró importante esta variable para establecer el tipo de servicios que se pueden ofrecer dentro de un tour.

**Estado del ciclo familiar:** Clasificar la etapa en la que el usuario se encuentra dentro del desarrollo de su vida familiar se consideró importante a la hora de saber las necesidades que pueden tener los clientes según su situación familiar, tanto en servicios como en actividades que se pueden ofrecer dentro de un paquete turístico.

**Estrato socioeconómico:** La clasificación de esta variable se pudo obtener mediante el tipo y calidad de servicios que han solicitado los clientes, tales como: hoteles, restaurantes y actividades. Se considero importante esta variable para identificar la capacidad económica de los usuarios y con ello ofertar servicios dentro de los rangos de nivel adquisitivo que tienen los clientes de The Colombian Project.

**Lugar de Procedencia:** Clasificar los lugares donde residen los usuarios permite tener un mayor conocimiento de cuales solo los lugares donde mayor impacto tiene la oferta de la empresa, se consideró que era importante tener esta clasificación para impulsar con mayor fuerza en estos lugares los nuevos paquetes turísticos que se van a ofertar.

**Motivo de viaje:** Clasificar los motivos o el tipo de viaje que comúnmente solicitan los clientes, se consideró que es importante tener conocimiento de los gustos y actividades que el usuario frecuenta. Esta variable es esencial para identificar temas comunes que faciliten la comunicación con los usuarios y con ello saber cuáles son los servicios más acordes a su gusto que la empresa le puede ofrecer.

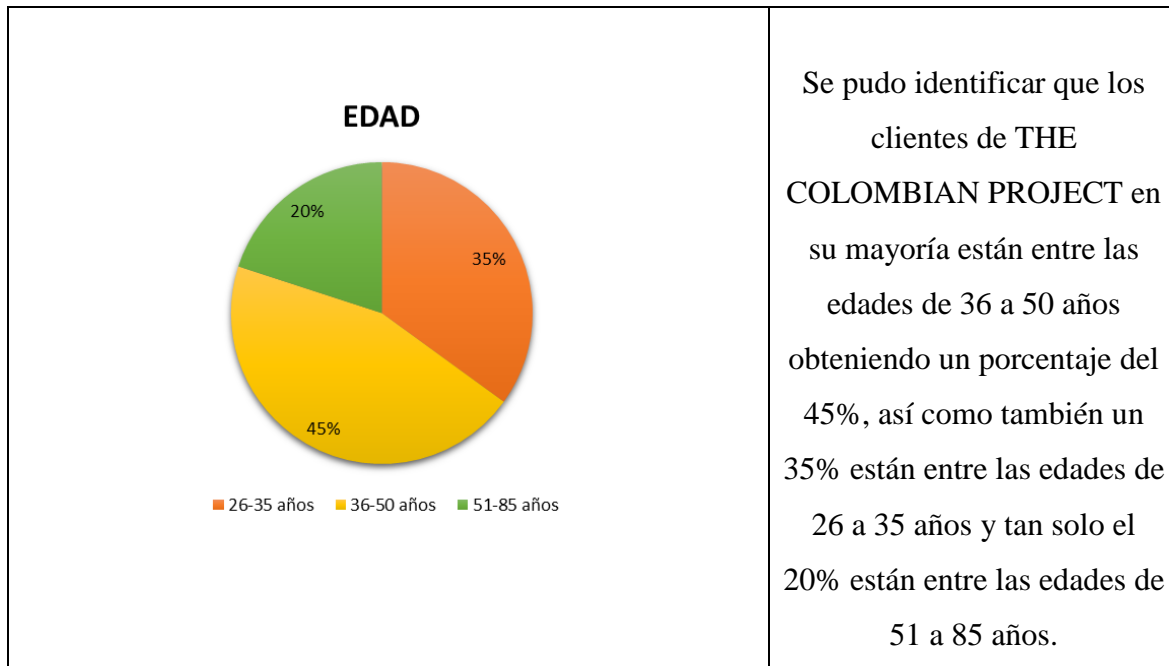
**Número de días de estadía en el país:** En esta variable se tomaron en cuenta el rango de días que comúnmente los usuarios desean visitar el país, se consideró que esta variable es importante tener en cuenta para el diseño de los paquetes turísticos que se van a establecer.

- **Análisis y resultados:** Teniendo la clasificación de las variables que se consideraron para tener en cuenta, el paso siguiente fue el análisis de la información con cada variable para la realización de los resultados. Para la obtención de los porcentajes de cada variable se hizo el estudio de la información de los últimos cincuenta clientes que ha tenido la empresa.

## 1.2 Resultados

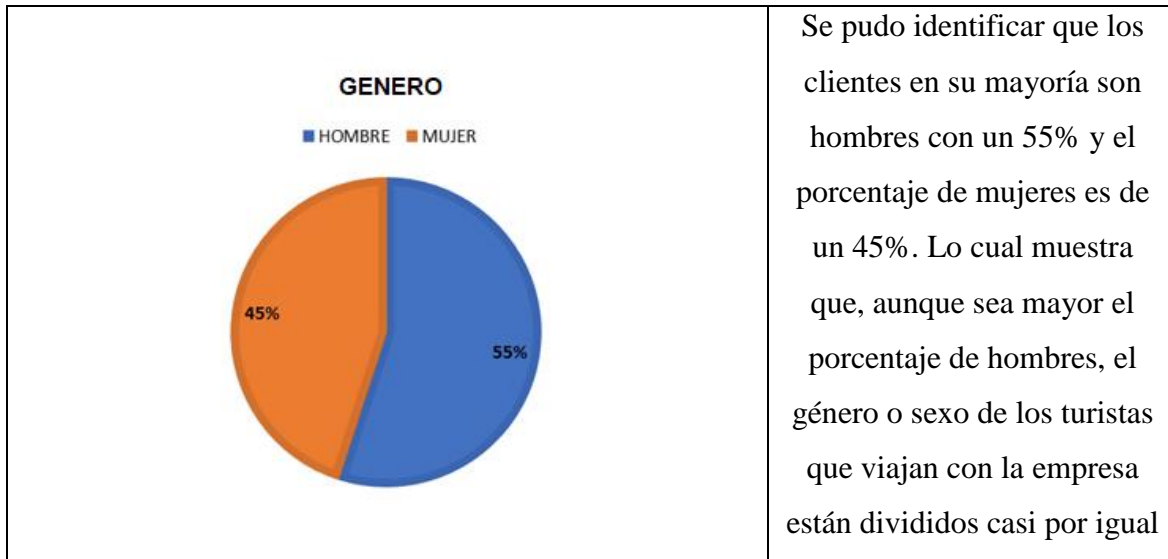
A continuación, se presentan los resultados que arrojó la investigación, en la que se muestran los porcentajes que tiene el cliente en las siguientes variables: Edad, genero, ocupación, estado del ciclo familiar, estrato socioeconómico, lugar de procedencia, motivo de viaje y número de días de estadía en el país.

*Figura 1. Caracterización de clientes- edad.*



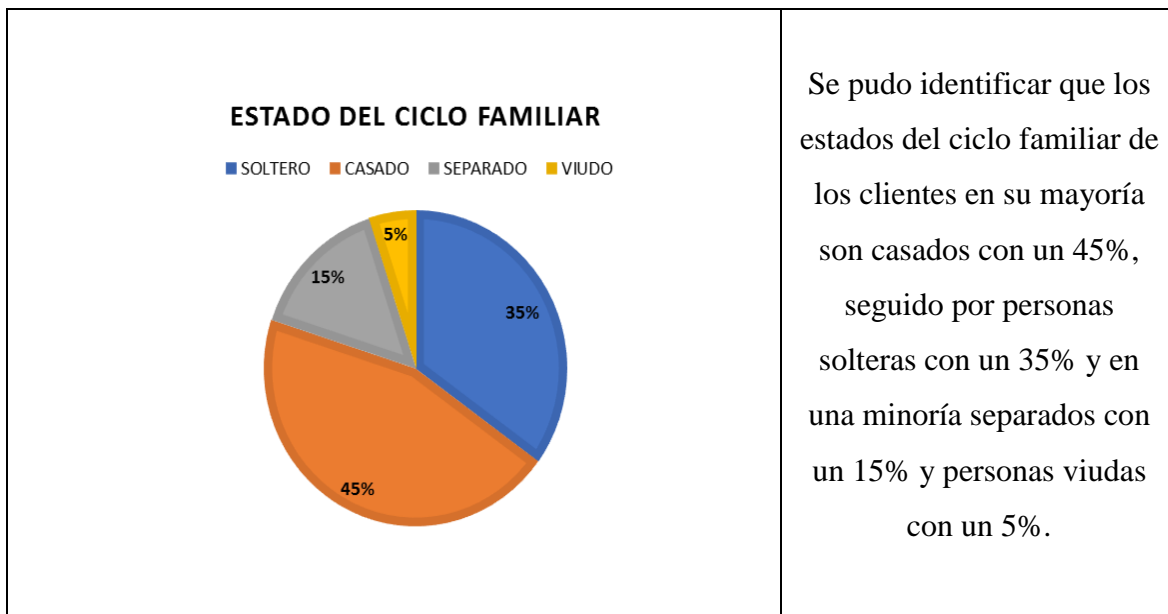
Fuente: Elaboración propia.

Figura 2. Caracterización clientes- genero



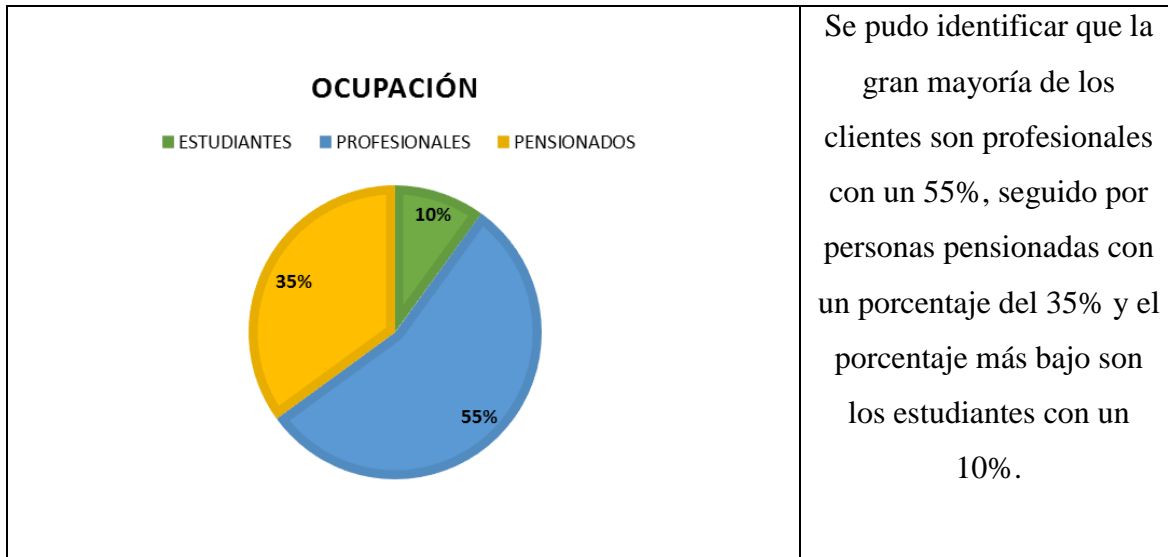
Fuente: Elaboración propia.

Figura 3. Caracterización clientes- ciclo familiar



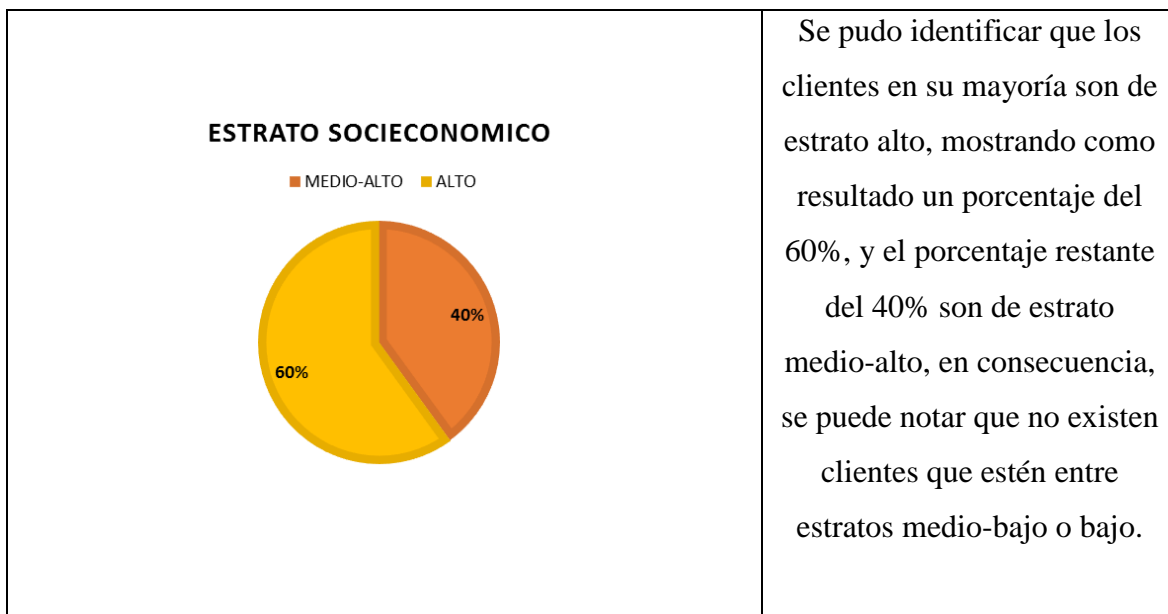
Fuente: Elaboración propia.

Figura 4. Caracterización clientes- ocupación



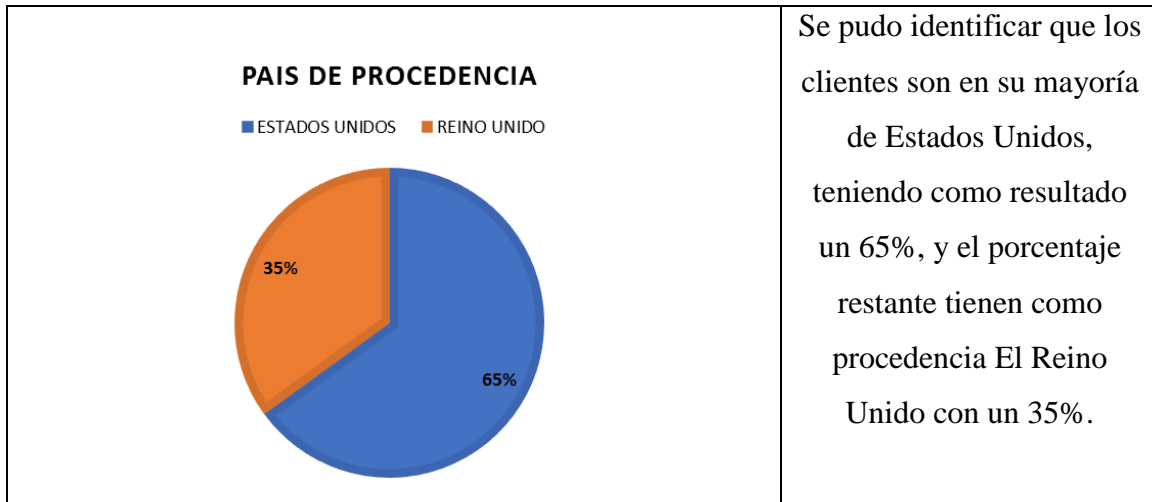
Fuente: Elaboración propia.

Figura 5. Caracterización clientes- estrato socioeconómico



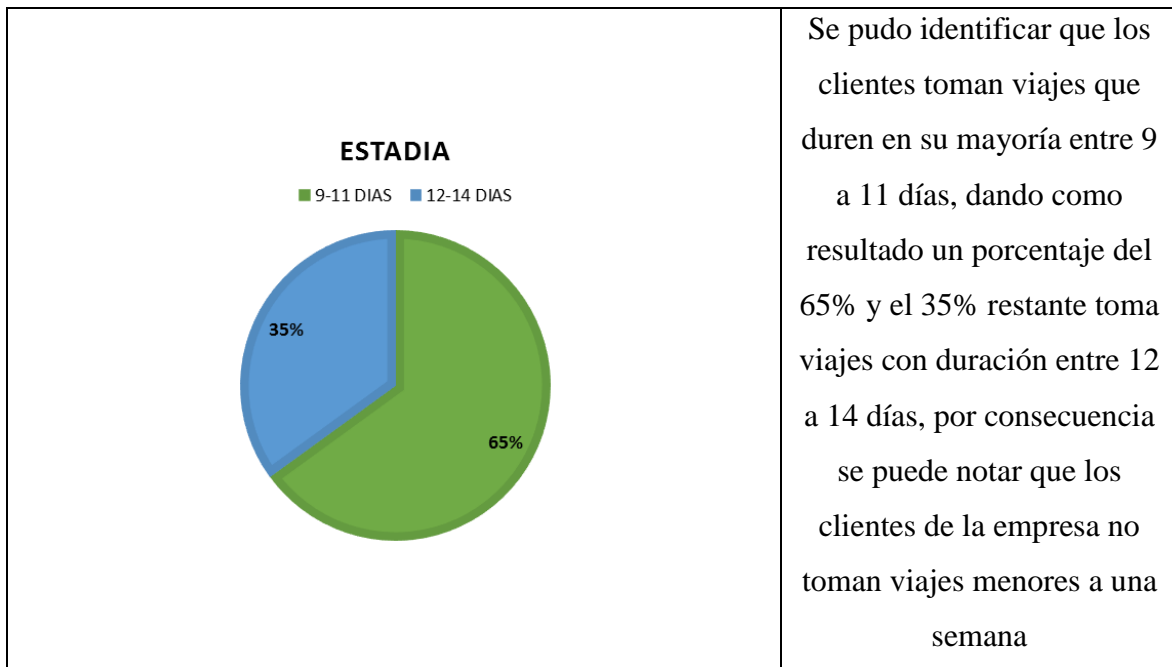
Fuente: Elaboración propia.

Figura 6. Caracterización clientes- país de procedencia



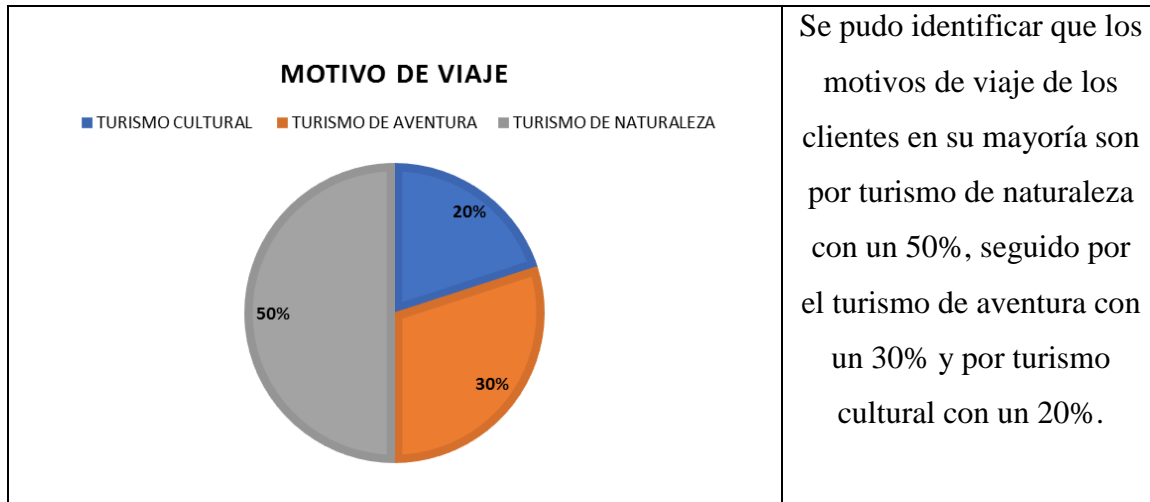
Fuente: Elaboración propia.

Figura 7. Caracterización clientes- Estadía



Fuente: Elaboración propia.

Figura 8. Caracterización clientes- Motivo de viaje



Fuente: Elaboración propia.

Después del análisis de los resultados se puede concluir que la empresa The Colombian Project cuenta con clientes que tienen los siguientes perfiles:

**Perfil 1:** Personas que están entre los 25 a 35 años, en su mayoría son personas con un nivel educativo profesional, tienen un nivel adquisitivo medio alto o alto, buscan realizar vacaciones de 10 a 12 días, en su mayoría este tipo de clientes prefieren lugares que tengan naturaleza en donde puedan realizar actividades deportivas como ciclismo, escalar, caminatas, buceo y snorkel, generalmente desean visitar ciudades de playa y ciudades donde se oferten actividades de esfuerzo físico alto.

**Perfil 2:** Personas que están entre los 36 a 50 años, en su mayoría están casadas o tienen pareja, su nivel adquisitivo es alto, por lo cual buscan realizar vacaciones de 12 a 14 días, son personas que tienen un nivel educativo profesional y buscan visitar lugares diferentes a su entorno, en su mayoría prefieren lugares que tengan mucha naturaleza, donde puedan tener un poco de aventura y relajación, así como también lugares donde les enseñe un poco de la cultura del país.

**Perfil 3:** Personas que están entre los 36 a 50 años, están casadas y tienen hijos, su nivel adquisitivo es alto, por lo cual buscan realizar vacaciones de 12 a 14 días, estas personas buscan vacaciones familiares, que sean lugares diferentes a su entorno, buscan lugares de naturaleza y diversión, con

actividades que sean llamativas y seguras para los niños, pero también donde los adultos se puedan divertir, así como también lugares donde puedan aprender de la cultura del país.

**Perfil 4:** Personas que están entre los 36 a 50 años, que viajan solas o con grupo de amigos con fines en común, su nivel adquisitivo es alto, por lo cual buscan realizar vacaciones de 12 a 14 días, son personas que tienen un nivel educativo profesional y buscan realizar vacaciones relacionadas a sus profesiones o hobbies, lugares donde tengan actividades como avistamiento de aves, arqueología, historia, ciclismo y exploración en caminatas, lugares donde puedan aprender disfrutar de lo que los apasiona.

**Perfil 5:** Personas que están entre los 36 a 50 años, que viajan con su pareja o grupo de amigos, su nivel adquisitivo es alto, por lo cual buscan realizar vacaciones de 12 a 14 días, son personas que buscan tener vacaciones orientadas a la vida salvaje y la aventura, con actividades que tengan que ver netamente con naturaleza y que tengan actividades con niveles de esfuerzo físico alto, a este tipo de cliente le gusta la exploración en la selva, conocer las diferentes especies de flora y fauna, las caminatas largas, acampar o estar en lugares tranquilos llenos de naturaleza y fuera de las ciudades grandes y conglomeradas.

**Perfil 6:** Personas entre los 51 a 85 años, viajan con su pareja o grupo de amigos, su nivel adquisitivo es alto por lo cual buscan realizar vacaciones de 12 a 14 días, en su mayoría son personas pensionadas que buscan lugares relacionados con la naturaleza y el café colombiano, generalmente las actividades que buscan son exploraciones de flora y fauna que tengan un nivel medio de esfuerzo físico, caminatas cortas y recorridos por la naturaleza, este tipo de cliente también está enfocado en conocer todo lo relacionado al café colombiano, desean visitar el eje cafetero para conocer el proceso del café desde su cosecha hasta el producto final.

**Perfil 7:** Personas entre los 51 a 85 años, viajan con su pareja o grupo de amigos, su nivel adquisitivo es alto por lo cual buscan realizar vacaciones de 12 a 14 días, en su mayoría son personas pensionadas que buscan lugares tranquilos, donde puedan relajarse y aprender de la cultura del país, generalmente buscan lugares que ofrezcan actividades de historia, arqueología y cultura, en donde haya poco nivel de esfuerzo físico y sean visitas más tranquilas y relajadas.

## CAPITULO II

### **2. Análisis de la oferta de paquetes turísticos que ofrece de The Colombian Project**

La empresa The Colombian Project es una agencia turística especializada en ofrecer experiencias innovadoras al mercado, su objetivo es proveer experiencias de vanguardia con estándares de servicio, todo proporcionado a la especificación de los clientes.

Ofrece a los turistas lugares con riquezas naturales y culturales con el propósito de cambiar la percepción de Colombia, viajando de manera responsable con personas que están comprometidas a garantizar que la visita en sí ayudará a la conservación de la naturaleza, brindando un viaje responsable y sostenible en las áreas protegidas que se incluyen dentro de las experiencias.

La empresa está especializada en tours de naturaleza, aventura e historia, ofrecen experiencias como:

- Caminatas en el páramo colombiano, entre volcanes, lagos y bosques.
- Observación de fauna y observación de aves.
- Excursiones históricas y arqueológicas dirigidas por expertos.
- Exploraciones con grupos indígenas locales en la región amazónica de Colombia.
- Recorridos en el eje cafetero y en la costa del país.

Sin embargo, después de realizar la caracterización de clientes y de tener como resultado siete perfiles de consumidores que tiene la empresa, se vio la necesidad de hacer un análisis de la oferta de paquetes turísticos que se ofertan en The Colombian Project, esto con el fin de tener conocimiento de los lugares y actividades que se ofrecen al cliente, el procedimiento que tiene la empresa al vender un paquete turístico ya que son personalizados, y finalmente clasificar las ciudades, actividades y servicios adecuados para los perfiles de clientes que tiene la empresa.



Este Análisis y los resultados obtenidos sirven como insumo para la realización de los paquetes turísticos que se diseñarán posteriormente, los cuales quedarán establecidos para la nueva oferta que tendrá la empresa a sus clientes actuales y potenciales.

## 2.1 Metodología

Para la realización del análisis de la oferta de paquetes turísticos de The Colombian Project se llevaron a cabo los siguientes pasos:

- **Investigación en la base de datos de la empresa:** Como primera medida se hizo una revisión de los paquetes turísticos que con anterioridad la empresa ha vendido a sus clientes, dicha información ha sido recolectada en el transcurso del funcionamiento de la empresa, en la cual contiene los itinerarios que se la dan al clientes con datos de las ciudades que van a visitar, las actividades que van a tener en cada ciudad, los servicios que incluye tales como: vuelos dentro del país, traslados dentro de la ciudad que visitan, hospedaje y alimentación.

Debido a que en su mayoría estos itinerarios se envían al cliente vía e-mail, los itinerarios se guardan en el Dropbox que tiene el correo de la empresa.

- **Análisis y Clasificación de la oferta:** Siguiendo a la revisión de los paquetes turísticos que con anterioridad la empresa ha vendido a sus clientes se hizo el análisis y clasificación, en la cual se tomó la decisión de priorizar algunas variables tales como: Ciudades, lugares turísticos y actividades.

Estas variables fueron priorizadas debido a:

**Ciudades:** Se considero de gran importancia tener en cuenta las ciudades que con mayor frecuencia son solicitadas por los clientes u ofrecen actividades que son requeridas por ellos, esto con el fin de tener como base algunas de estas para el diseño de los nuevos paquetes turísticos que se van a ofertar.

**Lugares turísticos:** Se considero importante tener en cuenta los lugares turísticos que comúnmente se visitan, como: Museos, parques naturales, parques arqueológicos, iglesias, etc. Esto con el fin de analizar si se adecuan a las preferencias de los perfiles de los clientes que se han establecido.

**Actividades:** Se considero importante tener en cuenta las actividades que comúnmente se realizan, como: Ciclismo, caminatas, escaladas, avistamiento de aves, exploraciones, buceo etc. Esto con el fin de analizar cuáles son las de mayor acogida y las más adecuadas para los clientes.

- **Análisis y resultados:** Teniendo la clasificación de las variables que se consideraron para tener en cuenta, el paso siguiente fue el análisis de la información con cada variable para la realización de los resultados, esto con el fin de tener estos resultados como base en el diseño de los paquetes turísticos, para ello se hizo el estudio de la información de los últimos cincuenta clientes que ha tenido la empresa.

## 2.2 Resultados

Durante la investigación en la base de datos de la empresa en donde se encuentran los paquetes turísticos que ha vendido The Colombian Project a sus clientes, se pudo analizar que la empresa como anteriormente se había mencionado no tiene paquetes turísticos establecidos, ya que se hacen itinerarios personalizados según las preferencias y exigencias que hace el cliente, a continuación, se mostrará un ejemplo del formato que utiliza la empresa para diseñar los paquetes:

Figura 9. Formato para itinerarios- The Colombian Project



Day	Date	Time	Activity description	Guiding notes	Location	Hotel
1		AM				
		PM				
2		AM				
		PM				
3		AM				
		PM				
4		AM				
		PM				
5		AM				
		PM				
6		AM				
		PM				
7		AM				
		PM				

Fuente: The Colombian Project.

Posteriormente a que el cliente hace la solicitud y quedan claras las preferencias, actividades o lugares que quiere visitar, se procede a diseñar el itinerario que finalmente se le presenta al cliente, con fecha, descripción de las actividades que va a realizar, los guías que lo van a acompañar en las actividades, las ciudades que van a visitar y por último los hoteles en donde se va a hospedar. Esto con el fin de que el cliente pueda tener una idea de lo que va a hacer en su visita a Colombia y cómo será su paso a paso durante el viaje.

A continuación, se mostrará el formato lleno, diseñando así el itinerario personalizado para el cliente, el cual puede modificar si no está de acuerdo con algo:

Figura 10. Itinerario- The Colombian Project



Day	Date	Time	Activity description	Guiding notes	Location	Hotel
1	Friday 12/01/18	AM	Arrive in Bogota. Early check-in. Time to rest in hotel room.	CP Tour Leader	Bogota, Cundinamarca	Cité Hotel / B.O.G
		PM	Bogota City Tour - Gold Museum, Botero Museum, Plaza de Bolivar and La Candelaria walking tour.	CP Tour Leader + Local expert		
2	Saturday 13/01/18	AM	Flight to Pereira. City tour of Pereira	Bilingual guide accompaniment	Pereira & Salento, Quindio	Casa de Las Dos Palmas
		PM	Lunch in Pereira Transfer onto colonial coffee town of Salento (2,600 masl / 8,530 ft) (2hrs 30mins). Arrive in Salento and check-in. . Coffee tour in Finca El Ocaso. Dinner in Salento.	Bilingual guide accompaniment		
3	Sunday 14/01/18	AM	Leave hotel @ 7:30am for 30min transfer to the Cocora Valley (2,407 masl / 7,897 ft) and landscape viewpoint. Observe tallest wax palms in the world. Start walk at 8:15am. Walk up to Acaime Reserve and hummingbird feeders (@ 2710 masl / 8,891 ft, 10km, 350m ascent, medium-grade walk, 5hrs approx.). 5 river crossings, some along logs. Wet rocks hazard.	CP Tour Leader	Cocora Valley & Pereira	Casa de Las Dos Palmas
		PM	Return via main path back to the Valley floor. Evening at leisure	CP Tour Leader		
4	Monday 15/01/18	AM	Transfer Pereira. Flight Pereira – Santa Marta	CP Tour Leader	Santa Marta	Casa Verde
		PM	City Tour of Santa Marta and visit to Quinta de San Pedro Alejandrino. Return to hotel for late lunch / or stay at hotel relaxing on the beach and enjoying spa facilities.			
5	Tuesday 16/01/18	AM	Trek to 'Ciudad Perdida' / The Lost City: Client is picked up from his hotel in Santa Marta and taken to the starting point of the trek – El Mamey (2hrs). TREK TO CAMPSITE 1 (450masl/1,476ft approx.) 8.6km, 4hrs approx. 600m ascent / 315m descent approx.	Local guide for trek	PNN Sierra Nevada de Santa Marta, Magdalena	Campsite 1
		PM	Arrive at Campsite 1. Rest of afternoon and evening at leisure.	Local guide for trek		
6	Wednesday 17/01/18	AM	TREK TO CAMPSITE 3 (860masl/2,821ft approx.) 17.3km, 8hrs approx. 1,152m ascent / 717m descent approx.	Local guide for trek	PNN Sierra Nevada de Santa Marta, Magdalena	Campsite 3
		PM	Arrive at Campsite 3. Rest of afternoon and evening at leisure.	Local guide for trek		
7	Thursday 18/01/18	AM	TREK TO CIUDAD PERDIDA (LOST CITY) (1,128masl/3,700ft approx.) 6km, 4hrs approx.; RETURN TO CAMPSITE 2 (440masl/1,443ft approx.) 10km, 4hrs. 350m ascent / 750m descent.	Local guide for trek	PNN Sierra Nevada de Santa Marta, Magdalena	Campsite 2
		PM	Arrive at Campsite 2. Rest of afternoon and evening at leisure.	Local guide for trek		
8	Friday 19/01/18	AM	TREK TO EL MAMEY (180masl/590ft approx.) 17km 8-9hrs approx. 790m ascent / 1050m descent approx.	Local guide for trek	Playa Koralia	Playa Koralia
		PM	Arrive back at El Mamey. Transfer to Buritaca and a secluded beach hotel. Time to relax and enjoy some R&R after the trek. Spa facilities available.	Local guide for trek		
9	Saturday 20/01/18	AM	Day at leisure in Playa Koralia	No accompaniment	Playa Koralia, Magdalena	Playa Koralia
		PM	Day at leisure in Playa Koralia	No accompaniment		
10	Sunday 21/01/18	AM	Visit Tayrona National Park, Full day park visit and time for relaxation on its various famous gorgeous beaches.	Bilingual guide accompaniment	Playa Koralia, Magdalena	Playa Koralia
		PM	Lunch during visit. Late afternoon transfer back to hotel for evening at leisure on hotel grounds and beach	Bilingual guide accompaniment		

Fuente: The Colombian Project.

Seguido a la revisión de los itinerarios se hizo una análisis y clasificación de la oferta, aquí se tomaron las variables anteriormente mencionadas que con mayor frecuencia los clientes de The Colombian Project eligen, esto con el fin de tener estas variables como base para el diseño de los paquetes turísticos que se realizaron posteriormente.

A continuación, se mostrarán las ciudades, departamentos o pueblos que son más solicitados por los clientes:

- **Eje cafetero (Pereira- Armenia- Manizales- Salento):** Estas ciudades están incluidas en la mayoría de los itinerarios, ya que a los extranjeros le llama mucho la atención todo lo que tenga que ver con el café colombiano, la naturaleza y la cultura paisa.
- **Amazonas:** El departamento del Amazonas es solicitado por los clientes que visitan el país por razones de aventura y naturaleza, este departamento brinda a los turistas diversidad de flora y fauna y por ello es un lugar que los clientes piden visitar con mucha frecuencia.
- **Santa Marta:** Esta ciudad es muy solicitada por los clientes ya que tiene una combinación que a los extranjeros les llama mucho la atención, la playa, la sierra nevada, el parque Tayrona y la ciudad perdida son los mayores atractivos que hacen que sea un destino de los más requeridos.
- **Cartagena:** Los clientes solicitan en su mayoría que los últimos días de su visita sean para relajarse y tener un tiempo de descanso, por lo que ven a Cartagena una ciudad ideal para pasar estos días, la playa y su estilo colonial les da un ambiente tranquilo por lo cual es una de las ciudades con mayor preferencia.

En cuanto a los lugares turísticos que con mayor frecuencia se visitan son los siguientes:

- **Parque Nacional Tayrona:** En Santa Marta, aquí se hace un recorrido donde los extranjeros pueden apreciar diversidad de flora y fauna.
- **Ciudad perdida:** En Santa Marta, aquí se hace un recorrido de cuatro días en caminata, donde pueden de naturaleza e historia al mismo tiempo.

- **Valle del Cocora:** En Salento, aquí se hacen caminatas para visitar las palmeras más altas del mundo y hacer avistamiento de aves
- **Islas del rosario:** En Cartagena, Aquí se hace un recorrido por las playas y se conoce un poco de naturaleza e historia.

Finalmente se analizaron las actividades que con mayor frecuencia piden los extranjeros realizar en Colombia, estas son:

- **Tour del café:** Esta actividad es un recorrido por las fincas cafeteras, suele ser una de las actividades más solicitadas por los extranjeros, ya que quieren conocer todo el proceso del café colombiano.
- **Avistamiento de aves:** Este tipo de actividades se hacen comúnmente en parques naturales o reservas ecológicas, esta de actividad las prefieren los turistas que tienen algún conocimiento sobre el tema ya sea por hobby o profesión, estas se realizan frecuentemente en los tours de naturaleza y aventura, los cuales son muy pedidos por los clientes
- **Deportes de Aventura:** En estas actividades se incluye las caminatas largas, escalada en montañas o volcanes, ciclismo, buceo y otros deportes acuáticos. En su mayoría los clientes piden un deporte en específico para que su tour sea enfocado en este, son frecuentemente pedidos en el tour de aventura y naturaleza.
- **Exploraciones en la selva:** Estas actividades se hacen específicamente en el amazonas, muchos clientes amantes a la naturaleza con frecuencia piden que esta actividad se incluya dentro de su tour ya que es una experiencia diferente.

### **2.3 Conclusiones**

El análisis de la oferta de paquetes turísticos que tiene la empresa permitió obtener un conocimiento de cuales han sido las preferencias de los clientes durante sus tours, ya que estos itinerarios han sido diseñados a la medida de los gustos del cliente, en este caso la empresa desea eliminar los formatos mostrados en el análisis, esto con el fin de que el proceso de venta de un paquete turístico sea más rápido y menos tedioso, por otro lado que el cliente pueda ver de una manera diferente, el itinerario que va a tener durante su tour, con más detalle de las actividades y mejor presentación para que el cliente tenga mejor visión de lo que va a visitar.

Por otro lado, las variables analizadas permitieron que se tenga un panorama de lo que desea el tipo de cliente de la empresa, ya que es necesario que se tengan en cuenta en el diseño de los paquetes turísticos que quedarán establecidos, estas variables serán tomadas en cuenta en los siete perfiles de cliente que se identificaron en la caracterización del cliente, con el fin de que vayan acorde con lo que la empresa ha venido ofertando durante su funcionamiento.

## CAPITULO III

### **3. Análisis de las tendencias turísticas que tiene el tipo de cliente que atiende The Colombian Project.**

Colombia ha crecido en la última década a un ritmo constante en sus llegadas de turismo internacional, pasando de 1,5 millones a 6,5 millones de visitantes internacionales según ministerio de industria comercio y turismo. Estos 6,5 millones de visitantes internacionales suponen un aumento del 28,3 % respecto al 2016, y un crecimiento del 150 % en comparación con 2010. Este hecho se explica principalmente gracias a una dinámica en las condiciones económicas y de competitividad del país, especialmente en materia de suscripción de nuevos acuerdos comerciales con países de la región, mejoramiento de las condiciones de seguridad, mayor y mejor presencia de promoción turística en los principales mercados emisores y sumado a esto; la influencia positiva de una creciente dinámica turística.

Esto refleja que Colombia está cambiando su posicionamiento como destino turístico y que para algunos países se viene constituyendo en una opción relevante a la hora de elegir un destino de viaje, motivado por factores tales como: Cambio de percepción, inquietud, efecto “sorpresa”, novedad, exotismo, ubicación geográfica, diversidad cultural y natural que son descubiertos cuando el turista llega al país.

La empresa The Colombian Project tiene una demanda de turistas extranjeros, en donde se puede destacar que son procedentes de Estados Unidos y el Reino Unido, lo cual se analizó en la caracterización de clientes, por lo cual el siguiente paso fue el análisis de las tendencias que tienen los turistas procedentes de estas regiones, buscando que este estudio muestre las preferencias que tienen los extranjeros en cuanto a las ciudades que desean visitar, el número de días que desean vacacionar, cantidad de dinero que gastan en un viaje, datos como edad y género, motivo de viaje y otras características que tienen este tipo de turistas, esto con el fin de hacer un análisis desde el punto de vista general de los extranjeros procedentes de estos países que han llegado a Colombia durante el transcurso de los últimos años y con esto finalmente realizar un análisis de la oferta que se adecua para el desarrollo del diseño de paquetes turísticos que tendrán estandarizados en la empresa.



### 3.1 Metodología

Para la realización del análisis de las tendencias turísticas que tiene el tipo de cliente que atiende The Colombian Project se llevaron a cabo los siguientes pasos:

- **Investigación en fuentes secundarias:** Como primera medida se realizó una investigación en fuentes secundarias, principalmente en la web, en donde se pudiera obtener información de datos acerca de las tendencias que tienen los turistas estadounidenses y del reino unido a la hora de visitar Colombia, en la cual se pudiera evidenciar datos importantes como número de llegadas al país, meses en donde más visitan el país, duración de estadía, ciudades que visitan, datos generales como edad, sexo, ocupación etc. Esto con el fin de ampliar el conocimiento de los perfiles de este tipo de cliente y tener una gama de oferta que pueda satisfacer los gustos y preferencias de los clientes actuales y potenciales en el diseño de los paquetes turísticos.
- **Análisis de la información secundaria:** El siguiente paso fue el análisis de la información que se obtuvo, en donde se hizo una clasificación de los datos más relevantes que aportarían a la información que se tendrá en cuenta para el diseño de los paquetes turísticos que quedarán establecidos en la empresa, este análisis se hizo con el fin de tener un amplio conocimiento de los perfiles de los turistas provenientes de Estados Unidos y el Reino Unido que han visitado Colombia durante los últimos años, la información fue obtenida de fuentes como: Procolombia, Fontur y la Organización Mundial de Turismo (OMT) las cuales son organizaciones enfocadas en turismo, en donde se hacen análisis, estadísticas y perfiles de los turistas que visitan el país.
- **Resultados:** Posteriormente a la obtención y análisis de la información a tener en cuenta se muestran los datos más relevantes que se tomarán en cuenta en el diseño de los paquetes turísticos esto en conjunto con la caracterización de clientes y el análisis de la oferta turística que tenía la empresa, y con ello dar paso a la etapa final y empezar con el desarrollo de los paquetes turísticos que serán realizados a la medida de toda la información, clasificación y análisis que se ha obtenido durante el desarrollo de la práctica.

### 3.2 Resultados

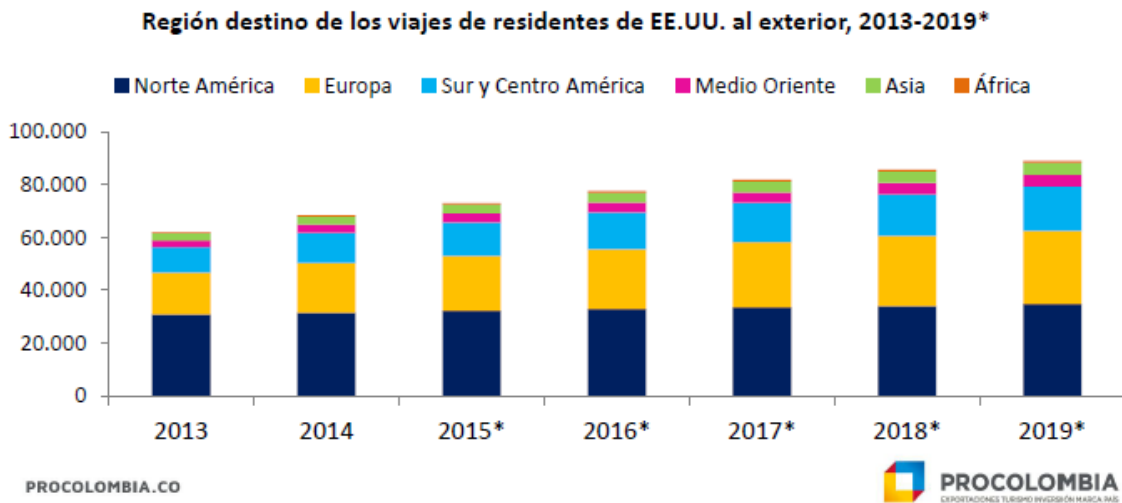
A continuación, se presentan los resultados que arrojó la investigación, en la que se muestran las tendencias turísticas que tienen los extranjeros provenientes de Estados Unidos y el Reino Unido:

#### 3.2.1 Perfil del turista- Estados Unidos

Estados Unidos es uno de los países con el mayor número de emisión de viajeros al exterior, en un año salen 68,5 millones de viajeros. Con una estimación de crecimiento anual ponderado de 5,4%, para el 2019 se estima que habrá 88.95 millones de viajeros de Estados Unidos hacia el mundo.

Norteamérica y Europa son las principales regiones de destino de los estadounidenses con el 46% y 27% de participación respectivamente en las salidas. Suramérica con el 17.4% de las llegadas de los viajeros provenientes de Estados Unidos.

Figura 11. Perfil del turista estadounidense- región destino de los viajes al exterior



Fuente: Procolombia

## Destinos preferidos en Latinoamérica

Durante 2013, los principales destinos de los viajeros residentes en Estados Unidos en Latinoamérica fueron México, Puerto Rico, República Dominicana, Jamaica, Costa Rica, Brasil y Perú.

Colombia ocupa el décimo lugar con 343 mil viajeros según los datos reportados en 2013.

Tabla 1. Llegada de los estadounidenses a los países latinoamericanos

Llegada de los estadounidenses a los países LA de acuerdo a la OMT, 2010-2013				
País	2010	2011	2012	2013
Mexico	18.527.163	18.554.616	18.658.170	18.939.750
Puerto Rico	2.630.898	2.586.606	2.581.018	2.730.400
Republica Dominicana	1.219.563	1.297.178	1.478.915	1.622.838
Jamaica	1.242.943	1.225.565	1.257.669	1.271.262
Costa Rica	830.993	858.829	921.097	929.402
Brasil	641.377	594.947	586.463	592.827
Perú	417.232	411.935	447.218	487.328
Guatemala	471.056	429.216	434.175	446.814
El Salvador	318.569	320.737	396.909	422.811
Colombia	357.464	328.663	328.949	343.891

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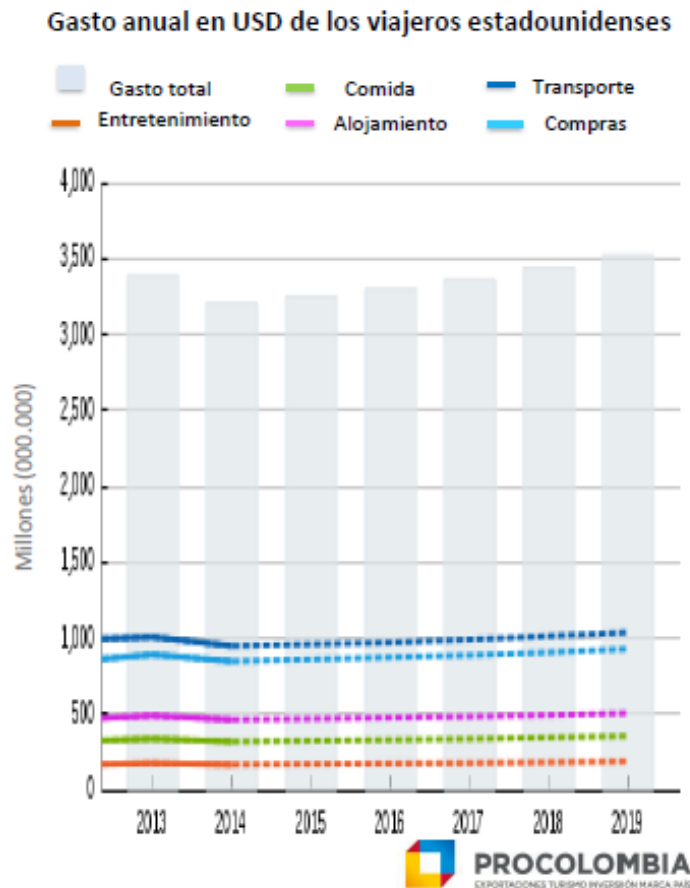


Fuente: Procolombia

## Gasto del viajero residente en EE. UU.

Según el análisis realizado por Procolombia un estadounidense en 2014 tuvo un gasto promedio de US\$3.204 por viaje realizado al exterior, en este sentido se ha proyectado un incremento en el promedio del gasto de los viajeros estadounidenses al exterior en US\$3.521 para 2019. Los medios de pago más frecuentes son las tarjetas de crédito 56%, efectivo o cheques de viajero 19% y avances con tarjeta 11%.

Figura 12. Perfil del turista estadounidense - gasto anual en USD de los viajeros estadounidenses



Fuente: Procolombia

### Estados con mayor emisión de viajeros

Según estos análisis los viajeros de EE. UU provienen principalmente de los estados de New York, California y Florida.

- El 76% de las salidas de los viajeros estadounidenses al exterior provienen de las 10 ciudades incluidas en el mapa.
- El 24% corresponde a los viajeros del atlántico medio es decir los estados de New York (14%) y Pensilvania.
- El 20% viajan desde la Florida (7%), Virginia, Georgia, Carolina del Norte Maryland.

- La tercera región con mayor emisión de viajeros es la Pacífica (16%) conformada por los estados de California (13%) y Washington.

Figura 13. Perfil del turista estadounidense- estados con mayor emisión de viajeros

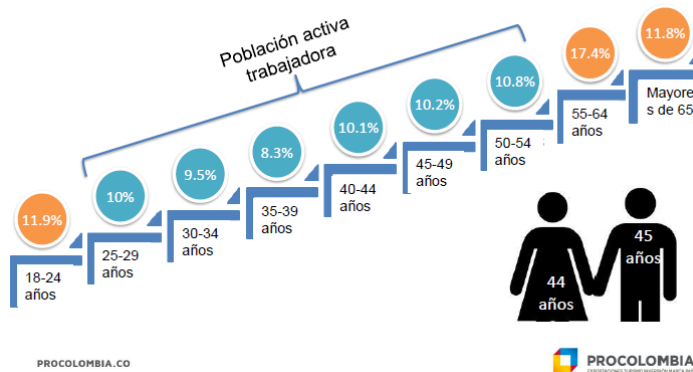


Fuente: Procolombia

**Perfil del turista: Edad y género**

La mayor concentración de viajeros en EE. UU está dada por las personas pensionadas o próximas a la pensión y los jóvenes estudiantes.

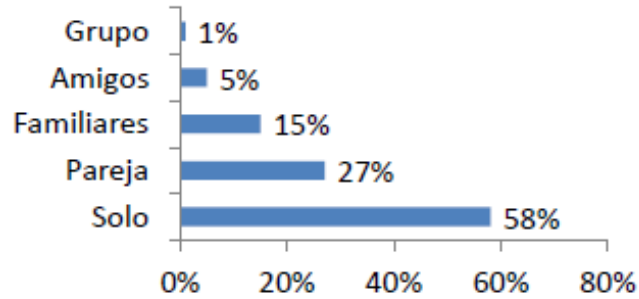
Figura 14. Perfil del turista estadounidense- edad y genero



Fuente: Procolombia

## Acompañantes de viaje

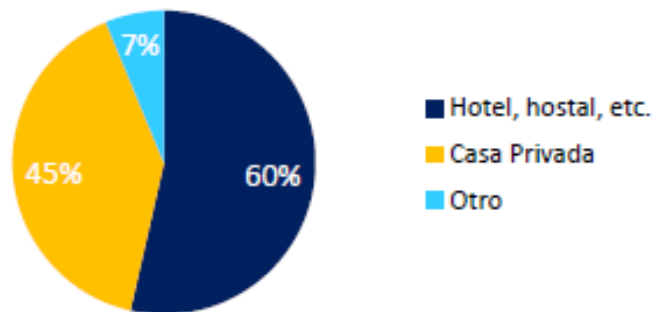
Figura 15. Perfil del turista estadounidense- acompañantes de viaje



Fuente: Procolombia

## Tipo de acomodación seleccionada

Figura 16. Perfil del turista estadounidense- tipo de acomodación

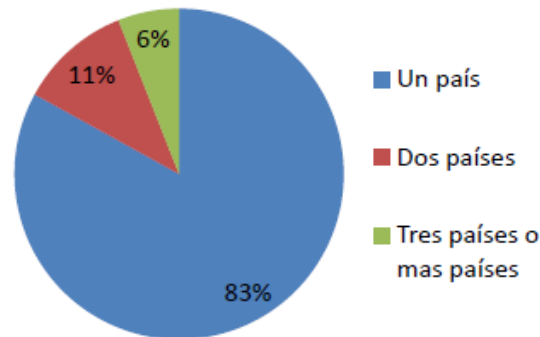


Fuente: Procolombia

De acuerdo con este análisis el 54% de los viajeros reservan previamente su acomodación. El 20% de los viajeros reservan directamente, seguido por el 17% que lo hacen a través de servicios de reserva por internet y el 10% hace uso de una agencia de viajes.

## Número de países visitados durante el viaje

Figura 17. Perfil del turista estadounidense- Número de países visitados durante el viaje



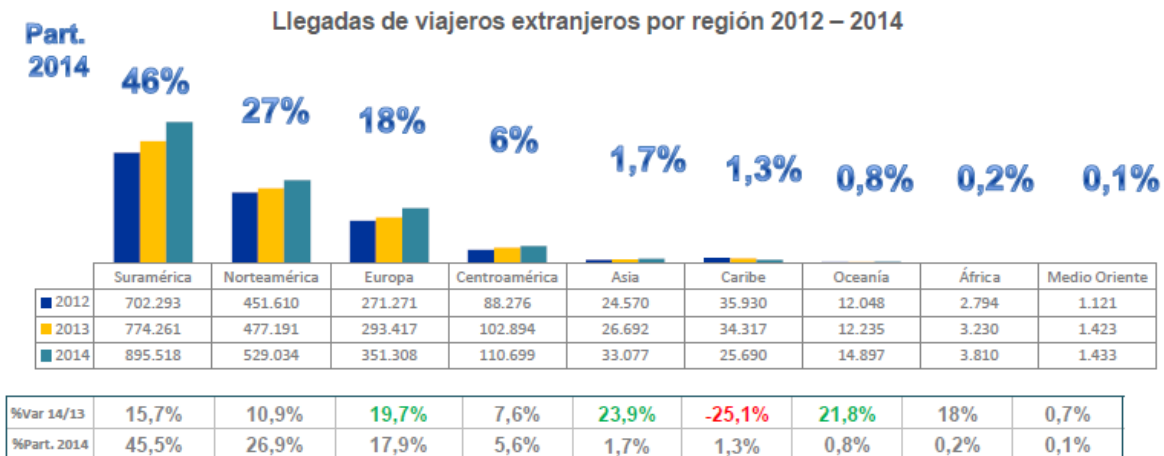
Fuente: Procolombia

El turista estadounidense busca viajar a un solo país, pero intenta recorrer dos o tres ciudades durante su viaje.

Por otro lado, generalmente los estadounidenses realizan dos viajes internacionales al año si viajan por vacaciones y por negocios realizan entre 4 y 5 viajes al año.

## Llegada de viajeros norteamericanos a Colombia

Figura 18. Perfil del turista estadounidense- llegada de viajeros por región

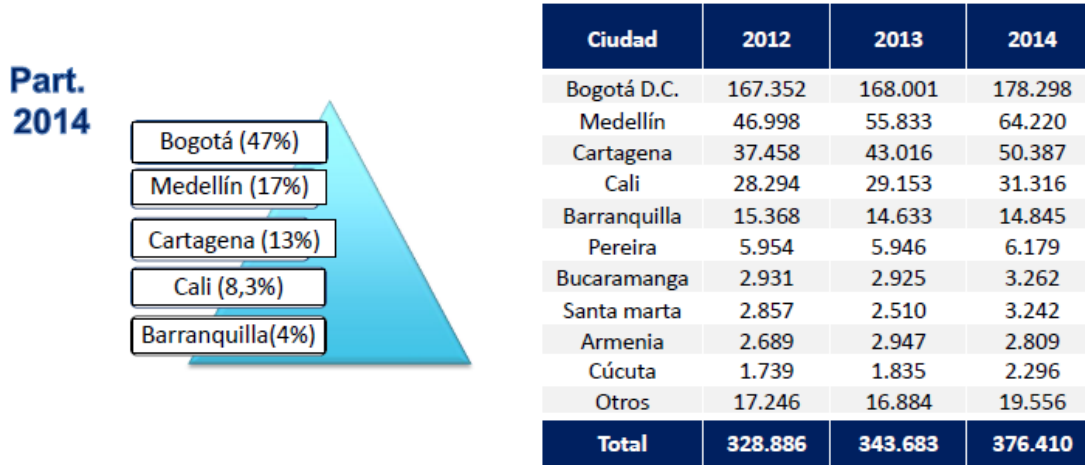


Fuente: Procolombia

El principal emisor para Colombia es Suramérica con un 46% de la participación en los viajeros seguido por Norteamérica con 27%.

### Ciudades que visitan los viajeros residentes de Estados Unidos en Colombia

Tabla 2. Perfil del turista estadounidense- ciudades que visitan los viajeros

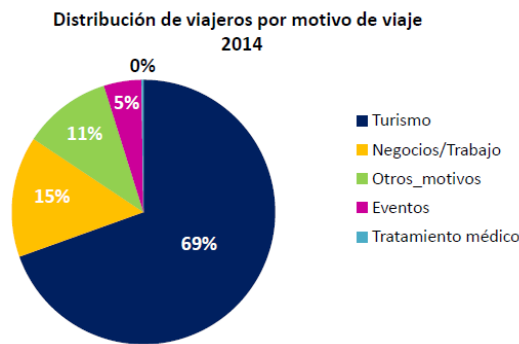


Fuente: Procolombia

Las ciudades que más exponen como destino principal los viajeros residentes de Estados Unidos al llegar al país son: Bogotá, Medellín, Cartagena, Cali y Barranquilla.

### Motivo de viaje

Figura 19. Perfil del turista estadounidense- motivo de viaje



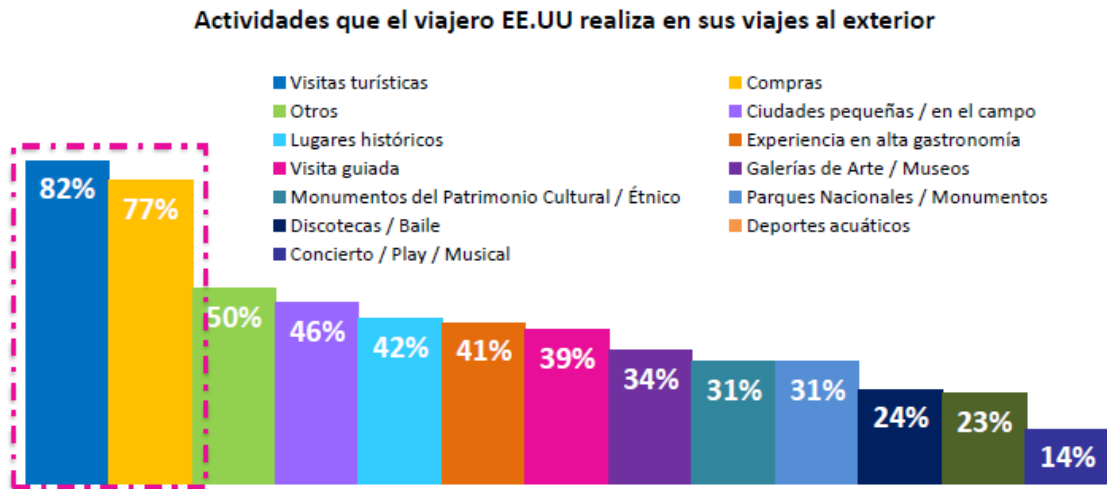
Fuente: Procolombia



Los turistas residentes de Estados Unidos que viajan a Colombia declaran que arriban al país principalmente por motivo de turismo.

**Actividades que el viajero EE.UU realiza en sus viajes al exterior**

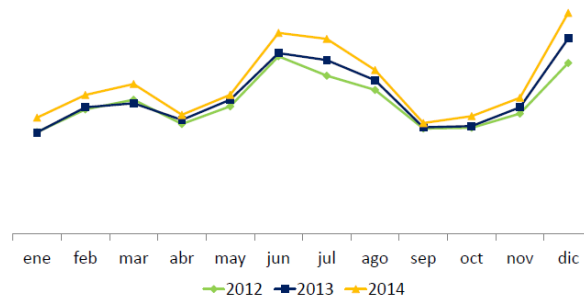
Figura 20. Perfil del turista estadounidense- Actividades del viajero



Fuente: Procolombia

**Estacionalidad en la llegada de viajeros residentes de Estados Unidos a Colombia**

Figura 21. Perfil del turista estadounidense- Estacionalidad de los viajeros



Fuente: Procolombia

Según la serie de datos observada (2012-2014) los meses más dinámicos en la llegada de turistas residentes de Estados Unidos son junio, julio, agosto y diciembre.

En promedio los viajeros provenientes de EE. UU pasan 17 noches por fuera. Sin embargo, el 36% pasa entre 4 y 7 noches.

### **3.2.2 Perfil del turista- Reino Unido**

El Reino Unido es uno de los países que más emite turistas al mundo y que más capacidad de gasto tiene, después de China, Estados Unidos, Alemania y Rusia.

Sus ciudadanos prefieren viajar por Europa y según información de Travel & Tourism Intelligence Center, los destinos más populares son España, Francia, Italia e Irlanda. Y del continente americano, Estados Unidos.

Este público se caracteriza por ser curioso y busca experiencias enriquecedoras y novedosas, de acuerdo con nuevas tendencias.

En enero de 2016 se presentó un aumento del 73% en las visitas de viajeros procedentes de UK a Colombia, en relación con el mismo periodo del año anterior.

En 2015, el aumento fue del 25% con respecto a 2014 y fueron atraídos en su mayoría por motivos de turismo.

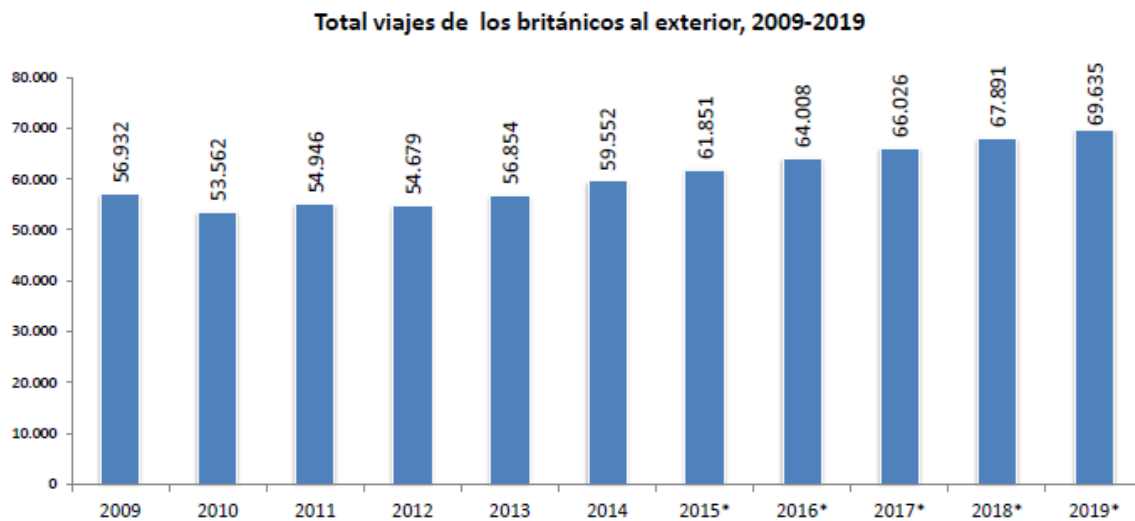
El Reino Unido es el emisor más grande de viajeros para avistamiento de aves de Europa y el segundo más importante del mundo, después de Estados Unidos. El mercado para el segmento aventura está creciendo, y es uno de los más reclamados por los viajeros de UK, pues buscan cada vez más ofertas que involucren el descubrimiento de la naturaleza y la cultura a través de actividades físicamente activas y emocionantes.

Según Migración Colombia, fueron 40.170 residentes en esa región los que vinieron a Colombia el año anterior y tuvo una participación del 1,8% sobre el total de visitas de extranjeros en ese mismo periodo.

El mercado emisor Reino Unido en los últimos años tuvo un buen desempeño y los viajes al extranjero presentaron un incremento de 4,7% alcanzando 59,6 millones; esto apalancado en el

buen comportamiento de la economía y la caída de la tasa de desempleo. Según Travel & Tourism Intelligence Center, se espera que los flujos de turistas del Reino Unido al exterior crezcan a una tasa del 3,0%.

*Figura 22. Perfil del turista británico - llegada de viajeros al exterior*



Fuente: Procolombia

Los turistas del Reino Unido prefieren países europeos para ir de vacaciones. En 2014, 77% visitaron el viejo continente, Asia – Pacífico un 7,4%, 7% Norteamérica, África 4,1%, el Medio Oriente 1,9% y 1,58% Sur y Centro América.

La tasa de cambio entre el Euro y la Libra esterlina ha favorecido este comportamiento.

Tabla 3. Perfil del turista británico – top diez de países destino

**Top 10 de los países destino de los viajes de los ingleses al exterior, 2012-2019**

Año	España	Francia	Estados Unidos	Italia	Irlanda	Alemania	Portugal	Holanda	Grecia	Polonia
2012	11.109.873	7.888.391	3.011.377	2.630.491	2.539.292	2.306.560	1.900.270	1.706.716	1.824.395	1.573.202
2013	11.749.000	7.953.805	3.047.000	2.829.000	2.562.933	2.423.000	2.111.000	1.771.505	1.824.000	1.666.000
2014	11.977.529	8.059.372	3.224.560	2.965.657	2.905.618	2.450.991	2.206.343	1.951.508	1.836.934	1.712.576
2015*	12.329.598	8.163.905	3.296.517	3.135.134	2.936.684	2.529.297	2.295.695	2.000.727	1.884.149	1.768.980
2016*	12.672.200	8.288.420	3.344.456	3.307.651	2.994.963	2.601.089	2.378.117	2.064.340	1.925.730	1.823.131
2017*	13.006.063	8.382.451	3.374.813	3.474.790	3.074.779	2.678.021	2.457.211	2.123.937	1.971.665	1.889.771
2018*	13.294.127	8.457.932	3.398.246	3.671.720	3.134.233	2.743.199	2.528.460	2.195.497	2.030.529	1.951.037
2019*	13.502.623	8.508.941	3.413.014	3.858.447	3.203.739	2.813.928	2.602.771	2.275.996	2.073.577	2.010.852

Fuente: Procolombia

Durante 2013, según la Organización Mundial del Turismo – OMT, los principales destinos de los viajeros residentes en Reino Unido en Latinoamérica fueron México, Brasil, Jamaica, Cuba y República Dominicana.

Reino Unido tuvo una participación de 1,6% sobre el total de llegadas a Colombia en 2014.

En el 2014, las llegadas de viajeros residentes de Reino Unido crecieron 28,5% en comparación a 2013.

Figura 23. Perfil del turista británico – principales destinos de Latinoamérica

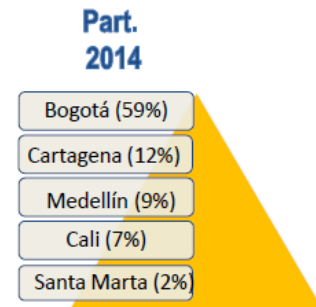


Fuente: Procolombia

## Ciudades que visitan los viajeros del Reino Unido en Colombia

Tabla 4. Perfil del turista británico- ciudades que visitan los viajeros

Ciudad	2012	2013	2014
Bogotá, D.C.	13.310	14.740	19.130
Cartagena	2.788	3.254	3.967
Medellín	1.671	2.188	2.879
Cali	1.406	1.927	2.329
Santa Marta	544	475	603
Barranquilla	340	407	488
Pereira	249	251	351
Leticia	148	147	277
Bucaramanga	171	192	194
Armenia	132	152	192
Otros	1.264	1.330	1.802
<b>Total</b>	<b>22.023</b>	<b>25.063</b>	<b>32.212</b>

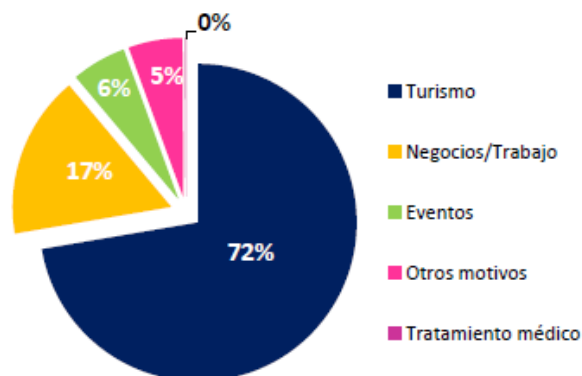


Fuente: Procolombia

Las ciudades que más eligen como destino principal en Colombia son Bogotá, Cartagena, Medellín, Cali y Santa Marta.

## Motivo de viaje residentes en Reino Unido

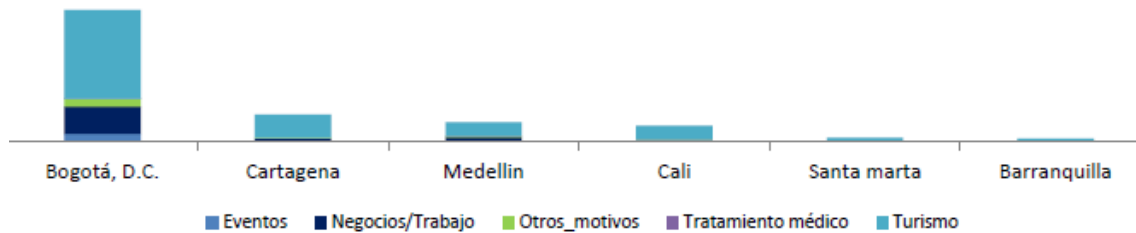
Figura 24. Perfil del turista británico – top diez de países destino



Fuente: Procolombia

## Motivo de viaje residentes en Reino Unido por ciudad de destino

Figura 25. Perfil del turista británico – motivo de viaje



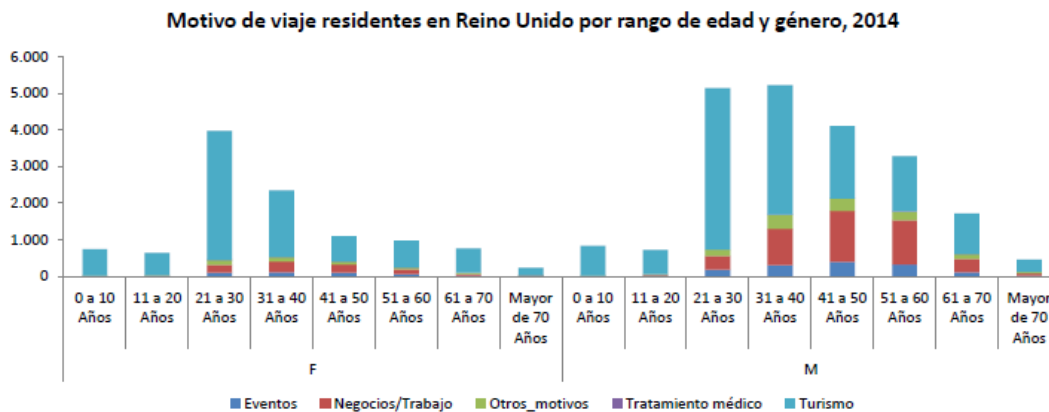
Fuente: Procolombia

## Perfil del turista: Edad y género

En 2014, el 66,6% de los residentes de Reino Unido que visitaron Colombia fueron hombres y el 33,4% mujeres. El 51,8% de los visitantes estuvo entre los 21 y 40 años.

El motivo principal de las mujeres que visitaron el país fue realizar turismo, mientras que en el género masculino presento mayor participación de negocios y trabajo (83,1% vs 66,8%).

Figura 26. Perfil del turista británico – edad y genero

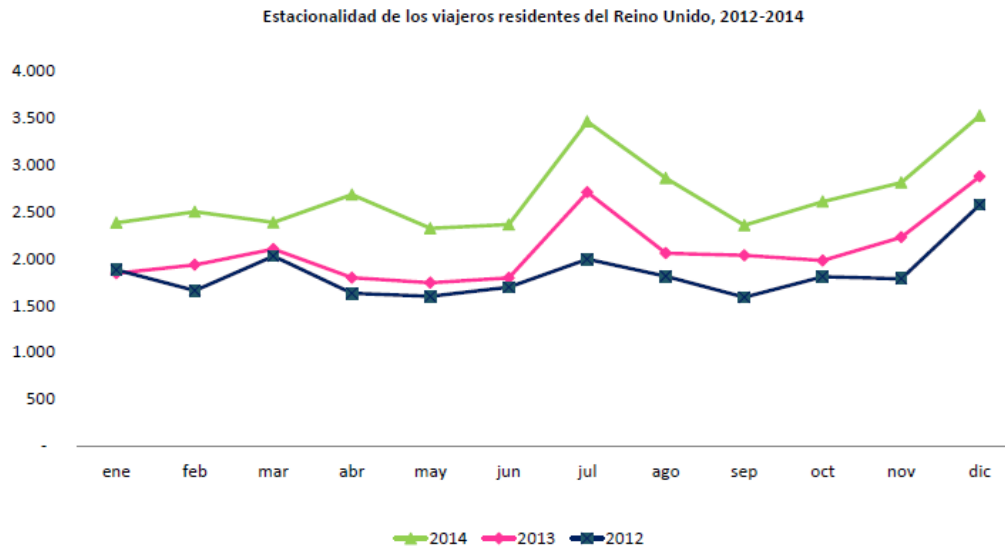


Fuente: Procolombia

## Estacionalidad en la llegada de viajeros residentes de Reino Unido a Colombia

Los meses donde estacionalmente viajan más los residentes del Reino Unido son julio y diciembre.

Figura 27. Perfil del turista británico – estacionalidad



Fuente: Procolombia

### 3.3 Conclusiones

Los resultados que arrojó la investigación de la información secundaria que se pudo obtener de la web, dio un aporte al conocimiento de los perfiles según el lugar de procedencia, en los cuales se pudo analizar y evaluar los índices de tendencias turísticas que tienen los viajeros residentes en Estados Unidos y el Reino Unido que durante los últimos años han visitados Colombia.

Finalmente se pudo corroborar que tanto la caracterización de clientes como el análisis de las tendencias turísticas de los viajeros estadounidenses y británicos muestran resultados similares, por lo cual se pudo concluir que la empresa tiene la información suficiente y un perfil de cliente definido para el diseño de paquetes turísticos que desea ofertar en el año 2018.

## CAPITULO IV

### **4. Diseño de paquetes turísticos para la empresa The Colombian Project**

En el proceso de la producción turística, uno de los retos más interesantes para las agencias de viajes es la creación de los paquetes turísticos, de los cuales tienen que ser: Novedosos, pertinentes y rentables. Cabe recordar que, para ser novedoso y oportuno en la creación de nuevos paquetes, las empresas dedicadas al turismo tienen que ser observadoras, ser un atento lector del turista y se debe ejecutar un permanente análisis a las tendencias del mercado con el propósito de identificar en dónde están las oportunidades, la demanda y su relación con la oferta en el núcleo receptor, buscando siempre una meta única tanto para el turista como para el núcleo receptor y emisor: El desarrollo sostenible del turismo.

The Colombian Project es una agencia turística que se ha propuesto dar un concepto diferente del turismo en Colombia, en donde el turista tenga unas vacaciones inolvidables y además de eso, se lleve un concepto diferente del país, para ello la empresa se planteó ofrecer paquetes turísticos hechos a la medida de sus clientes actuales y potenciales en donde estén enfocados a sus gustos y motivaciones.

En pro de dar un mayor enfoque a los viajes que realizan los clientes de la empresa, se dio paso a la etapa final de la práctica, en donde se inicia el desarrollo del diseño de los paquetes turísticos que quedarán establecidos como la oferta de servicios que tendrá The Colombian Project, estos fueron diseñados con el mismo enfoque que ha tenido la empresa durante sus inicios, en donde se ofrece a los turistas lugares con riquezas naturales y culturales, en el cual se brindan experiencias especializadas que hacen que el cliente sienta que su viaje está hecho específicamente a sus gustos y necesidades.

Después de realizado todo un análisis para el diseño de los paquetes turísticos, en donde se hizo una caracterización de los clientes, un análisis de la oferta turística que tenía la empresa y un análisis de las tendencias que tienen el perfil de cliente que tiene The Colombian Project, se dio marcha a el diseño de los paquetes turísticos en base a los análisis e información que se obtuvo durante todo el proceso de la práctica.



## 4.1 Metodología

Para la realización del diseño de los paquetes turísticos para la empresa The Colombian Project se llevaron a cabo los siguientes pasos:

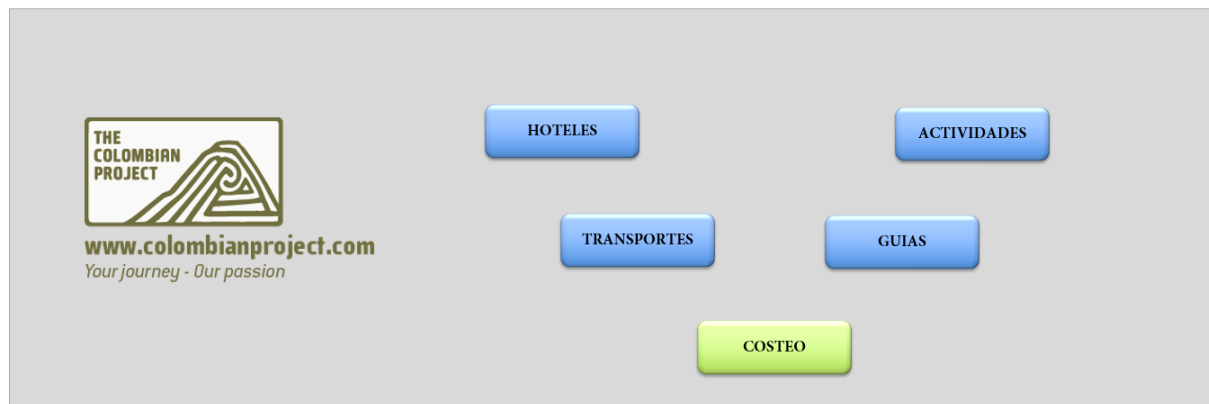
- **Análisis de los resultados obtenidos:** Como primera medida se hizo un análisis de los resultados obtenidos anteriormente, tanto en la caracterización de clientes, como en el análisis de la oferta que tenía la empresa y finalmente en el análisis de las tendencias que tiene el perfil de cliente que The Colombian Project, esto con el fin de tener un consolidado de información en la cual se tuviera como base para el desarrollo del diseño de los paquetes turísticos, ya que esto se tuvo un aporte para que el diseño de estos queden hechos a la medida de los gustos y motivaciones de los clientes.
- **Diseño de base de datos:** Seguido a el análisis de los resultados obtenidos, se dio paso al diseño de una base de datos donde muestre los proveedores que tiene la empresa, tales como: Hoteles, transportes, guías y actividades, en esta se encuentra toda la información que se necesita a la hora de realizar un tour, la ciudad, servicios precio y datos en general, esto con el fin de dar una mayor organización a la hora de vender un tour y que esta base de datos sirva como apoyo al diseño de los paquetes turísticos.
- **Diseño de paquetes turísticos:** Con la información obtenida y el análisis correspondiente se da paso al diseño de los paquetes turísticos, en los cuales se tomaron en cuenta, la caracterización de clientes, el análisis de la oferta de la empresa y las tendencias que tienen los perfiles de los clientes, con el fin de diseñar tour que estuvieran acordes a los perfiles de clientes que se establecieron y desarrollar una gama de opciones específicas como la nueva oferta que tendrá la empresa en pro de incrementar sus ventas y captar la atención de los clientes.

- **Resultados:** Finalmente se da muestra del diseño de la base de datos de los proveedores de la empresa y posteriormente de los paquetes turísticos que quedarán establecidos en The Colombian Project, dando aporte a la construcción de un nuevo ciclo de la empresa en donde se pretende el mejoramiento en la organización de la información y el aumento de las ventas, focalizando su portafolio de servicios a sus clientes actuales y potenciales.

## 4.2 Resultados

**4.2.1 Base de datos proveedores:** A continuación, se da una muestra de la base de datos que se realizó de los proveedores de la empresa:

*Figura 28. Base de datos proveedores- The Colombian Project*



Fuente: Elaboración Propia

Esta base de datos fue diseñada en Excel, en donde se puede seleccionar la información de cuatro proveedores: Hoteles, transportes, actividades y guías, buscando tener una mayor organización de ellos y en donde facilite el proceso de costeo que se hace en cada una de las solicitudes de un tour.

### Hoteles

Los hoteles son proveedores sumamente importantes para la empresa, ya que los clientes al ser de estrato socioeconómico medio-alto o alto una de sus exigencias es hospedarse en lugares confortables, limpios y con buena atención, por lo cual la empresa tiene hoteles seleccionados en

las diferentes ciudades donde se hacen los tours, los cuales cumplan con ciertas características de calidad, en su mayoría son hoteles de cuatro y cinco estrellas.

Debido a esto, para el diseño de los paquetes turísticos se vio la necesidad de hacer una base de datos de los hoteles con los que la empresa puede contar y cumple con los estándares de calidad, ya que en los paquetes turísticos se muestra al cliente el hotel en donde se va a hospedar, esto con el fin de que pueda buscar la información del hotel y en caso de tener alguna inconformidad se pueda cambiar el hotel sin ningún problema.

En la base de datos de los hoteles se encuentra información como: Nombre del hotel, contacto de la persona encargada, cargo, número telefónico, email, número de estrellas, región, departamento, ciudad, tipo de habitaciones, cantidad de habitaciones, configuración de habitaciones, capacidad, precio, vigencia del precio y servicios que incluye.

Figura 29. Base de datos hoteles- The Colombian Project

	A	B	C	D	E	F	G
	HOTEL	CONTACT	POSITION	PHONE NUMBER	EMAIL	STARS	TF
2	Hotel Aeropuerto	Jhoana Sanchez	Directora Comercial	3143575133	hdnorientehotmail.com	***	
3	Hotel Aeropuerto	Jhoana Sanchez	Directora Comercial	3143575133	hdnorientehotmail.com	***	
4	Hotel Aeropuerto	Jhoana Sanchez	Directora Comercial	3143575133	hdnorientehotmail.com	***	
5	Hotel Aeropuerto	Jhoana Sanchez	Directora Comercial	3143575133	hdnorientehotmail.com	***	
6	Hotel Aeropuerto	Jhoana Sanchez	Directora Comercial	3143575133	hdnorientehotmail.com	***	
7	Hotel Aeropuerto	Jhoana Sanchez	Directora Comercial	3143575133	hdnorientehotmail.com	***	
8	Hotel Aeropuerto	Jhoana Sanchez	Directora Comercial	3143575133	hdnorientehotmail.com	***	
9	Hotel Amazon B&B	*	*	3107772249	reservasamazonbb.com	***	
10	Hotel Amazon B&B	*	*	3107772249	reservasamazonbb.com	***	
11	Hotel Amazon B&B	*	*	3107772249	reservasamazonbb.com	***	
12	Hotel Amazon B&B	*	*	3107772249	reservasamazonbb.com	***	
13	Hotel Amazon B&B	*	*	3107772249	reservasamazonbb.com	***	
14	Reserva Calanoa	Marlene Escobar	Gerente	3118424392	calanoaamazonas@gmail.com	***	
15	Reserva Calanoa	Marlene Escobar	Gerente	3118424392	calanoaamazonas@gmail.com	***	
16	Reserva Calanoa	Marlene Escobar	Gerente	3118424392	calanoaamazonas@gmail.com	***	
17	Reserva Calanoa	Marlene Escobar	Gerente	3118424392	calanoaamazonas@gmail.com	***	
18	Reserva Calanoa	Marlene Escobar	Gerente	3118424392	calanoaamazonas@gmail.com	***	
19	Hotel Anaconda	*	*	3146162643	bookinghotelanaconda.com.co	***	
20	Hotel Anaconda	*	*	3146162643	bookinghotelanaconda.com.co	***	
21	Hotel Anaconda	*	*	3146162643	bookinghotelanaconda.com.co	***	
22	Hotel Anaconda	*	*	3146162643	bookinghotelanaconda.com.co	***	

Fuente: Elaboración Propia

La base de datos contiene la cantidad de cien hoteles alrededor del país, enfocándose más en las ciudades que con mayor frecuencia se utilizan en los tours.

## Transportes

Los transportes hacen referencia a las empresas que se dedican a traslados con fines turísticos tales como: traslados del aeropuerto al hotel o viceversa, traslados dentro de la ciudad y traslados de una ciudad a otra o pueblos cercanos, estos son proveedores importantes que la empresa vio importante tener una base de datos en donde se pueda obtener la información de sus servicios y precios, con el fin de tener una mayor efectividad en el proceso del costeo.

En la base de datos de transportes se encuentra información como: Nombre de la empresa, contacto de la persona encargada, cargo, número telefónico, email, región, departamento, ciudad, tipo de traslado, tipo de carro, capacidad, precio por persona, servicios que incluye.

Esta base de datos cuenta con seis empresas de transporte turístico, las cuales están en diferentes ciudades del país.

Figura 30. Base de datos transporte- The Colombian Project

	F	G	H	I	J	K	L	M	N	O
	REGION	DEPARTMENT	CITY	ITEM	CAR	PAX	PRICE	BILINGUAL GUIDE	PRICE	
1	ANDINA	Cundinamarca	Bogotá	AIPORT-HOTEL	AUTOMOVIL	1 PAX	\$ 61.000	*	*	
2	ANDINA	Cundinamarca	Bogotá		AUTOMOVIL	2 PAX	\$ 61.000	*	*	
3	ANDINA	Cundinamarca	Bogotá		AUTOMOVIL	3 PAX	\$ 61.000	*	*	
4	ANDINA	Cundinamarca	Bogotá		VAN	4 PAX	\$ 108.000	*	*	
5	ANDINA	Cundinamarca	Bogotá		VAN	5 PAX	\$ 108.000	*	*	
6	ANDINA	Cundinamarca	Bogotá		VAN	6 PAX	\$ 108.000	*	*	
7	ANDINA	Cundinamarca	Bogotá		VAN	7 PAX	\$ 108.000	*	*	
8	ANDINA	Cundinamarca	Bogotá		VAN	7 PAX	\$ 108.000	*	*	
9	ANDINA	Cundinamarca	Bogotá		MICROBUS	15 PAX	\$ 149.000	*	*	
10	ANDINA	Cundinamarca	Bogotá	ONE HOUR IN THE CITY	AUTOMOVIL	1 PAX	\$ 36.000	*	*	
11	ANDINA	Cundinamarca	Bogotá		AUTOMOVIL	2 PAX	\$ 36.000	*	*	
12	ANDINA	Cundinamarca	Bogotá		AUTOMOVIL	3 PAX	\$ 36.000	*	*	
13	ANDINA	Cundinamarca	Bogotá		VAN	4 PAX	\$ 47.000	*	*	
14	ANDINA	Cundinamarca	Bogotá		VAN	5 PAX	\$ 47.000	*	*	
15	ANDINA	Cundinamarca	Bogotá		VAN	6 PAX	\$ 47.000	*	*	
16	ANDINA	Cundinamarca	Bogotá		VAN	7 PAX	\$ 47.000	*	*	
17	ANDINA	Cundinamarca	Bogotá		MICROBUS	15 PAX	\$ 58.000	*	*	
18	ANDINA	Cundinamarca	Bogotá		AUTOMOVIL	1 PAX	\$ 282.000	*	*	
19	ANDINA	Cundinamarca	Bogotá	AUTOMOVIL	2 PAX	\$ 282.000	*	*		
20	ANDINA	Cundinamarca	Bogotá	AUTOMOVIL	3 PAX	\$ 282.000	*	*		

Fuente: Elaboración Propia

## Guías

Los guías hacen referencia a las personas que acompañan a los turistas dentro del tour en alguna especialidad, ya sea en avistamiento de aves, caminatas, ciclismo, city tours, exploraciones en la selva, deportes extremos. Estos son proveedores importantes que la empresa vio importante tener una base de datos en donde se pueda obtener la información de sus servicios y precios, con el fin de tener una mayor efectividad en el proceso del costo.

En la base de datos de los guías se encuentra información como: Nombre de la empresa, contacto de la persona encargada, cargo, número telefónico, email, región, departamento, ciudad, tipo de tipo de guianza, capacidad, precio por persona, idiomas que maneja y si tiene tarjeta profesional.

Figura 31. Base de datos guías- The Colombian Project

	A	B	C	D	E	F	G	H	I	J	K
	NAME	PHONE NUMBER	EMAIL	REGION	DEPARTMENT	CITY	ITEM	PAX	PRICE	LANGUAGES	PROFESSIONAL CARD
2	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota	AIRPORT- HOTEL	1 PAX	\$ 72.000	Inglés-frances-italiano	Yes
3	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		2 PAX	\$ 72.000		
4	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		3 PAX	\$ 72.000		
5	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		4 PAX	\$ 82.000		
6	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		5 PAX	\$ 82.000		
7	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		6 PAX	\$ 82.000		
8	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		7 PAX	\$ 82.000		
9	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		8 PAX	\$ 82.000		
10	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		9 PAX	\$ 82.000		
11	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		10 PAX	\$ 82.000		
12	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota	WITH CAR	\$ 100.000			
13	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota	CITY TOUR HALF DAY	1 PAX	\$ 120.000		
14	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		2 PAX	\$ 120.000		
15	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		3 PAX	\$ 120.000		
16	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		4 PAX	\$ 130.000		
17	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		5 PAX	\$ 130.000		
18	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		6 PAX	\$ 130.000		
19	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		7 PAX	\$ 130.000		
20	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		8 PAX	\$ 130.000		
21	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		9 PAX	\$ 130.000		
22	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota		10 PAX	\$ 130.000		
23	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota	WITH CAR	\$ 200.000			
24	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota	1 PAX	\$ 170.000			
25	Carmen Trujillo	3185954794	turismoyculturacarmen@gmail.com	ANDINA	CUNDINAMARCA	Bogota	2 PAX	\$ 170.000			

Fuente: Elaboración Propia

Esta base de datos cuenta con nueve guías turísticos, las cuales están en diferentes ciudades del país.

## Actividades

Las actividades hacen referencia a las empresas que ofrecen actividades o experiencias que se hacen dentro de un tour, ya sea en avistamiento de aves, caminatas, ciclismo, city tours, exploraciones en la selva, deportes extremos. Estos son proveedores importantes que la empresa vio importante tener una base de datos en donde se pueda obtener la información de sus servicios y precios, con el fin de tener una mayor efectividad en el proceso del costeo.

En la base de datos de los guías se encuentra información como: Nombre de la empresa, contacto de la persona encargada, cargo, número telefónico, email, región, departamento, ciudad, tipo de actividad, capacidad y precio por persona,

Figura 32. Base de datos actividades- The Colombian Project

	F	G	H	I	J	K
103	CARIBE	Bolivar	Cartagena	CITY TOUR	2 PAX	\$ 448.000
104	CARIBE	Bolivar	Cartagena	Incluye: recorrido panorámico por los principales barrios de la ciudad: Bocagrande, Castillo grande, Manga, Visita al Convento de la Popa o Convento de San Pedro (ingreso incluido),	3 PAX	\$ 552.000
105	CARIBE	Bolivar	Cartagena	Visita al Castillo San Felipe (ingreso incluido),	4 PAX	\$ 608.000
106	CARIBE	Bolivar	Cartagena	Llegada al centro Amurallado, Vista panorámica India Catalina y las Bóvedas. Una botella de agua por persona para la hidratación	5 PAX	\$ 660.000
107	CARIBE	Bolivar	Cartagena		6 PAX	\$ 720.000
108	CARIBE	Bolivar	Cartagena		7 PAX	\$ 777.000
109	CARIBE	Bolivar	Cartagena		8 PAX	\$ 832.000
110	CARIBE	Bolivar	Cartagena		1 PAX	\$ 180.000
111	CARIBE	Bolivar	Cartagena	PASADIAS EN LAS ISLAS DEL ROSARIO (excursión colectiva) Incluye:	2 PAX	\$ 360.000
112	CARIBE	Bolivar	Cartagena	Recorrido panorámico por el Parque Natural Nacional Corales del Rosario, Transporte en Lancha rápida , Transfer de hotel a muelle (Hospedados en Bocagrande y laguito), Guía	3 PAX	\$ 540.000
113	CARIBE	Bolivar	Cartagena	Turístico Bilingüe, Almuerzo estilo buffet; (Un refresco gaseosa, una porción de Frutas), Café,	4 PAX	\$ 720.000
114	CARIBE	Bolivar	Cartagena	Hamacas, Piscina, Sillas asoleadoras, Cancha de voleibol, Mesas de ping-pong, Cancha de microfútbol, Playa y Sillas playeras.	5 PAX	\$ 900.000
115	CARIBE	Bolivar	Cartagena		6 PAX	\$ 1.080.000
116	CARIBE	Bolivar	Cartagena		7 PAX	\$ 1.260.000
117	CARIBE	Bolivar	Cartagena		8 PAX	\$ 1.440.000
118	CARIBE	Bolivar	Cartagena		1 PAX	\$ 180.000
119	CARIBE	Bolivar	Cartagena	ISLA PIRATA (excursión colectiva) Incluye: Recepción y asistencia en el Muelle Turístico, Transfer de hotel a muelle (Hospedados en Bocagrande y laguito), Transporte en Lanchas rápidas de 30 y 50 pasajeros, capitán y guías turísticos	2 PAX	\$ 360.000
120	CARIBE	Bolivar	Cartagena	bilingües, Café y frutas tropicales, Baño de mar en Isla del Pirata, Tour panorámico alrededor del archipiélago, Almuerzo estilo buffet típico Isleño, refresco. Servicio colectivo.	3 PAX	\$ 540.000
121	CARIBE	Bolivar	Cartagena		4 PAX	\$ 720.000
122	CARIBE	Bolivar	Cartagena		5 PAX	\$ 900.000
123	CARIBE	Bolivar	Cartagena		6 PAX	\$ 1.080.000
124	CARIBE	Bolivar	Cartagena		7 PAX	\$ 1.260.000

Fuente: Elaboración Propia

Esta base de datos cuenta con nueve empresas que ofertan actividades turísticas, las cuales están en diferentes ciudades del país.

#### **4.2.2 Diseño de paquetes turísticos**

Finalmente, luego de la recolección de información necesaria y los análisis pertinentes se dio paso al diseño de paquetes turísticos, en donde se tomaron en cuenta la caracterización de clientes, en análisis de la oferta que tenía la empresa, el análisis de las tendencias para el tipo de turista estadounidense y del reino Unido y por último la base de datos de los proveedores, con el fin de garantizar que los paquetes turísticos que se van a ofertar para el 2018 sean hechos a la medida de los perfiles que se obtuvieron y que cumplan con todas las características necesarias para el tipo de cliente de The Colombian Project.

A continuación, se presentan los paquetes turísticos que se diseñaron durante la práctica, estos fueron realizados en el idioma inglés ya que van dirigidos a turistas extranjeros, en total fueron siete paquetes que se diseñaron ya que en la caracterización de clientes se definió cinco perfiles, y la empresa decidió que esta cantidad era suficiente para la finalización de la práctica.

Los cuales fueron denominados y clasificados de la siguiente manera:

- Beaches tour
- Coffee and walking tour
- Culture & nature tour
- Family tour
- Historical and archeological tour
- Nature & wildlife tour
- The lost city tour



# - Vitamin Sea -

## Beaches Tour

Are you searching for beautiful beaches of white sand and water of different shades of blue in Colombia? The Colombian Project has the perfect plan for you.

Let us take you through a marvelous experience in this wonderful country; Colombia, the earth of coffee, a place known for the kindness of its people; the sincere smiles in the street and the invitations to enjoy the music, the exquisite gastronomy and simply to experience all that Colombia has to offer.

Let yourself be charmed by the magical beaches of Colombia, beautiful places where you can rest, enjoy the sun and have the perfect dose of vitamin Sea. We have selected these remarkable places chosen especially for people like you, who enjoy of the perfect combination of relax and nature.

Let's discover Colombia.





“Colombia ranks second in biodiversity in the world and is among the 12 megadiverse nations.”

“Los Corales del Rosario National Park and San Bernardo National Park are the most important continental reef formations in the country, unique samples of coastal mangrove forests, extensive seagrasses bordering the islands, diversity of invertebrates and multitude of multicolored reef fish.”



“San Andrés is one of the favorite places in Colombia for scuba divers. The archipelago has about 40 sites where you can dive in optimal conditions.”

“Considered by UNESCO as a World Heritage Site, Cartagena is a city that holds a number of stories that today still transcend the daily life of people and is reflected in the architectural beauty of its streets and warmth of its people.”



# Detailed Itinerary

## Day 1

### Bogotá

Before embarking on your adventure to the beaches, you'll spend a couple of days in Bogotá so that you can get to know this beautiful city.

- **Bogotá:** Is the capital and largest city of Colombia administered as the Capital District. The city is in the center of Colombia, on a high plateau known as the Bogotá savanna, part of the Altiplano Cundiboyacense located in the Eastern Cordillera of the Andes. It's the third-highest capital in South America, at an average of 2,640 meters (8,660 ft) above sea level. Bogotá It's the political, economic, administrative, industrial, artistic, cultural, and sports center of the country.

A transfer will take you to your hotel and depending on your flight time you'll visit:

- **Gold Museum:** The museum contains the largest collection of pre-Columbian gold artifacts in the world in its exhibition.
- **The Bolívar Square:** Is the main square of the Colombian capital, is in the heart of the historical area of the city and hosts a statue of Simón Bolívar, sculpted in 1846 by the Italian Pietro Tenerani, which was the first public monument in the city.

After this short visit (3 hours approx) you'll return to the hotel to rest. Get prepared, because the adventure is just starting.

Hotel: [B.O.G hotel](#)

Link: <http://www.boghotel.com/hotel/>



# Bogotá

## Day 2

Today is the day you'll get to know the beautiful city of Bogotá. A guide will pick you up at the hotel in the morning. In the morning you'll visit:

- **Paloquemao market:** Bogota's largest food market, which is open every day and supplies the ingredients for the vast majority of the city's best restaurants. Walk through the market and try the local food.

At noon the guide can recommend some restaurants where you can try our delicious typical food.

In the afternoon, the guide will take you to a city tour, you'll know these beautiful places:

- **National Museum:** Is the oldest in the country, the museum houses a collection of over 20,000 pieces including works of art and objects representing different national history periods.
- **Botero Museum:** The museum houses one of Latin America's most important international art collections.
- **La Candelaria:** A historic neighborhood in the city's downtown. The architecture of the old houses, churches and buildings has Spanish Colonial, Baroque and art deco styles.
- **Monserate:** A mountain that dominates the center of the city of Bogotá rises to 3,152 meters above sea level. You'll have a spectacular view of the sunset, you can eat something in the coffee shops and buy souvenirs.



**Hotel:** B.O.G hotel

**Link:** <http://www.boghotel.com/hotel/>

## Day 3

# Nuqui, Choco

A transfer will pick you up at the hotel in the morning (4:00 am) to take a flight to Nuqui. Your flight will depart at approximately 5:30 am. With a stop in Quibdo you'll arrive at Nuqui at 8:52 pm.

- **Nuqui:** The beaches around Nuqui in the Colombian province of Chocó offer travelers stunning sandy beaches and untouched nature. Here, where the rainforest hits the vastness of the Pacific Ocean, you often can enjoy the white sandy beaches on your own.

A transfer will pick you up at the airport to take you to the pier for a 45-minute boat trip to the lodge beach.

You can rest and then have lunch.

In the afternoon you'll have a tour for the path that takes you to the Waterfall of Love where you can identify the amazing fauna and flora. You'll reach a majestic waterfall famous for its three great falls, in each one by natural formation, there is a great well suitable for bathing and contemplation.

You'll return to the Lodge at the end of the afternoon, for dinner and rest.



**Hotel:** El Cantil

**Link:** <http://www.elcantil.com/en/lodging-hotel-nuqui>

## Nuqui, Choco

### Day 4

After breakfast you'll explore some of the best-preserved mangroves in Colombia. The mangroves of Coquí offer excellent opportunities to observe wildlife in three different ecosystems, each one is home of dozens of species of birds, insects, fish and other animals.

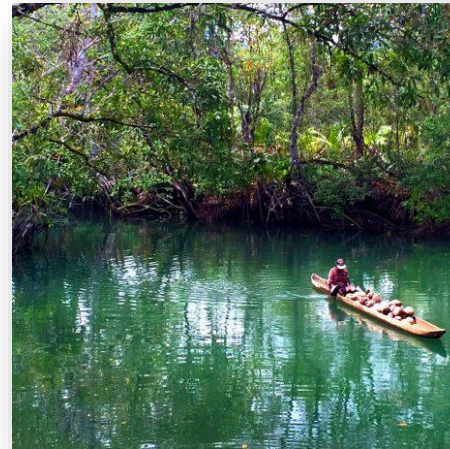
This day trip in the Chocó begins in the small fishing village of Coquí, where you'll learn about the local flora and fauna of the region, the experienced guides will give you some instructions and they will tell you a little about the place, then you'll board a traditional canoe called chingo and goes to the mangroves.

Mangroves are a fragile marine ecosystem, common of tropical coasts, are made of dense and shrubby vegetation, which provide an important habitat for local wildlife.

You'll return to the lodge to have lunch.

In the afternoon you'll have optional activities such as: Surf/ Snorkel/ kayak / SUP stand / Paddle Surf (3 hours).

You'll return to the lodge at the end of the afternoon, for dinner and rest.



**Hotel:** El Cantil

**Link:** <http://www.elcantil.com/en/lodging-hotel-nuqui>

# Nuqui, Choco

## Day 5

After breakfast, you'll take a trip to the Cuatro Encantos Waterfall and the hot springs. You'll hike along a slightly steep path to the mountains. Although the forest is dense, there are occasionally impressive views of the beach, the ocean and the jungle. The road can be slippery, especially after it rains, but it is rarely impassable. Keep an eye out along the trail because you'll see many species of tropical frogs that live in the area. The bright red, green and orange frogs are very common here. In addition, this region has one of the greatest diversity of birds in the world. The path has many benches where you can rest and quietly wait for the birds to land nearby.

After about an hour, you'll arrive at the Cuatro Encantos waterfalls, named after the four steps that the waterfall takes when it cascades down the mountain. At the base of the waterfall, the river forms a deep pool of crystal clear water. Swimming here in the middle of the jungle is a magical experience and a refreshing one after a long and hot walk.

The walk out of the jungle is downhill and much faster. At the end of the walk, you will spend a great time relaxing in the hot springs. You can have lunch at a nearby restaurant and have a nice time with cold beers or fresh fruit juices.

You'll return to the lodge at the end of the afternoon, for dinner and rest.



**Hotel:** El Cantil

**Link:** <http://www.elcantil.com/en/lodging-hotel-nuqui>

## Day 6

# Santa Marta

You'll leave the lodge at 8:00 am and have a 45-minute boat trip to the pier, there a transfer will pick you up to take you to the airport to take a flight to Santa Marta. Your flight will depart at approximately 10:00 am. With a stop in Bogotá you'll arrive at Santa Marta at 2:30 pm.

Welcome to the Caribbean...

- **Santa Marta:** The Caribbean Sea and snow make Santa Marta a difficult place to forget. The city is located on the shores of the Bay of Santa Marta on the Caribbean Sea, in the foothills of the Sierra Nevada, whose peaks can be seen on clear days from the beach.

In the afternoon you'll have a city tour where you'll know places like:

- **Quinta de San Pedro Alejandrino:** Is a farm built in the 17th century, famous for being the death place of Simón Bolívar. At that time, the estate produced rum, honey and panela.
- **Historical Center:** Here you can make a walking tour enjoying the beautiful architecture of Santa Marta, you can also visit the cathedral, this was the first basilica built in South America and its construction dates back to 1765.
- **Rodarero:** Finally, you'll visit the Rodadero, a beach to swim with an energetic night scene in the bars and restaurants of the surroundings. Here you can dine in a restaurant recommended by the guide.

**Hotel:** [Villa María](#)

**Link:** <http://kalihotels.com/villa-maria-tayrona/>



# Santa Marta

## Day 7

A transfer will pick you up in the morning at the hotel to take you to the wonderful Tayrona National Park.

- **Tayrona National Park:** Is a large protected area covering the foothills of the Sierra Nevada de Santa Marta as they meet the Caribbean coast. It's known for its palm-shaded coves, coastal lagoons, rainforest and rich biodiversity. At its heart, the "Pueblito" ruins are an archaeological site accessed via forest trails, with terraces and structures built by the Tayrona civilization.

You'll dive into the crystal-clear waters of the Caribbean Sea and explore the incomparable beauty of Tayrona National Park on a day trip from Santa Marta. Declared one of the most picturesque national parks in Colombia, Tayrona demands attention with its diverse fauna and spectacular scenery. You'll walk through the extensive park with an experienced guide, observing the land and the sea of monkeys, dolphins and condors. You'll swim under the glistening surface of a natural pool and enjoy a traditional Colombian lunch, and then you'll have time to relax on its famous beaches.

You'll return to the hotel at the end of the afternoon, for dinner and rest.

**Hotel:** [Villa María](#)

**Link:** <http://kalihotels.com/villa-maria-tayrona/>





# Day 8

## Santa Marta & Cartagena

The morning will be free, you can rest at the hotel or spend a fun morning on the beach to say goodbye to Santa Marta.

After lunch at the hotel, a transfer will pick you up to take you to Cartagena, to arrive in this new city it'll take approximately four hours.

Welcome to Cartagena...

- **Cartagena:** Is a beautiful fishing town on the Caribbean coast of Colombia, has excellent beaches, a historic old town (that's entirely walkable) and a beautiful colonial architecture.

After check-in at the hotel, you can go on a short walk through the town, you can dine at a restaurant too and then go to rest.



Hotel: [Quadrifolio](#)

Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Cartagena

## Day 9

On this day you'll know the beauty of Cartagena, you'll make a city tour where you can visit these wonderful places:

- **Saint Philip Castle:** Is a fortress in the city of Cartagena. The castle is located on the Hill of San Lázaro in a strategic location. It was built by the Spanish during the colonial era. Construction began in the year 1536.
- **The Monument to the Old Shoes:** Also known as "The old boots" is a realistic sculpture representing a pair of worn boots of great size. is a tribute to Luis Carlos López, one of the greatest poets of Cartagena.
- **Cerro de La Popa:** Is the highest geographical feature of the city of Cartagena de Indias. The Spaniards who discovered it in 1510 imagined seeing a huge galley that jutted out of the sea, for what they called Cerro de la Galera, and to the top, La Popa de la Galera.

You can have lunch in the historic center, the guide will recommend the best restaurants.

After this you can walk a little the city on foot, visit the beautiful churches that Cartagena has or visit its beaches.

At night you'll have a night tour in a beautiful carriage. You'll be picked up at the hotel to take a tour of the modern sector of Bocagrande, you'll also go to the walled city, where you'll walk through the narrow and historic streets to reach the restaurant where you can enjoy a wonderful dinner.



**Hotel:** [Quadrifolio](#)

**Link:** [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Day 10

## Cartagena

A transfer will pick you up in the morning at the hotel to take you to the Bazarro Market.

- **Bazarro Market:** Here you can walk through hundreds of stalls with products from around the world, jewelry, crafts and authentic flavors of local cuisine.

Time to have lunch, the guide can recommend a good restaurant.

The Afternoon will be free, you can rest at the hotel or go shopping.

- **Shopping in Cartagena:** Cartagena offers many options for buyers, from boutiques and street markets to department stores and large shopping centers. You can buy handicrafts at street markets or explore the stunning beachwear at local boutiques.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



**Hotel:** [Quadrifolio](#)

**Link:** [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Rosario Islands

Day  
11

Get ready because you'll have an unforgettable experience in the beautiful Rosario Islands; they are near from Cartagena and are a paradise on earth.

- **The Rosario Islands:** A group of private islands off the coast of Cartagena, Colombia. Due to its beautifully intact ecosystem, the archipelago was declared a national park in 1977. The beautiful array of natural flora and fauna is sure to impress you!

Today you'll be treated to a deluxe cruise around the Rosario Island, a board this boat you'll visit 3 beaches, in some top-secret locations that the day-tripper crowd have not heard about (nor are they likely to). After spending some time at a private property you'll be taken back to Cartagena to enjoy a legendary Caribbean evening.

You'll return to the hotel for dinner and rest.



Hotel: [Quadrifolio](#)

Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Day 12

## San Andrés Island

A transfer will pick you up at the hotel in the morning (7:00 am) to take a flight to San Andres. Your flight will depart at approximately 9:00 am. With a stop in Cali you'll arrive at San Andres at 1:40 pm.

- **San Andres Island:** The coral island of San Andrés is a diverse ecosystem of reefs, geysers, forests and cays. This island is perfect for scuba diving, snorkeling and exploring the outdoors. This paradise has multicolored warm waters and 12 mangrove forests.

A transfer will pick you up at the airport to take you to the hotel to check-in and have lunch a delicious typical dish of the island.

You'll have the afternoon free to know the beautiful beaches of San Andres, you can admire the beautiful sea and practice some sports such as: Diving or Snorkeling (it does not matter if you have never done them, an expert guide will teach you) besides this you'll have many activities that the island can offer, you choose.

You'll return to the hotel for dinner and rest.

**Hotel:** Decameron Aquarium

**Link:** [www.decameron.com/es/otr-destinos/colombia/isla-de-san-andres/decameron-aquarium](http://www.decameron.com/es/otr-destinos/colombia/isla-de-san-andres/decameron-aquarium)



# Day 13

## Providencia Island

A transfer will pick you up at the hotel in the morning (6:00 am) to take a flight to Providencia. Your flight will depart at approximately 7:20 am, you'll arrive at Providencia at 7:55 pm.

- **Providencia Island:** is a wonderfully remote and traditional Caribbean island with breathtaking scenery, gorgeous golden-sand beaches, friendly locals and superb diving.

A transfer will pick you up at the airport to take you to the hotel to check-in and have breakfast.

You'll have the full day to enjoy and explore the island of Providencia, you can go diving, snorkeling or just have a quiet day enjoying the beach and the sun.

You'll return to the hotel for dinner and rest.



**Hotel:** Deep Blue

**Link:** <http://hoteldeepblue.com/index.html>

# Day 14

## Providencia Island

After breakfast, you'll visit the McBean Lagoon National Natural Park all day long.

- **McBean Lagoon National Natural Park:** The park is made up of a small hill, called Iron Wood Hill, isolated by steep slopes and a flood plain where the McBean mangrove swamp develops. In its sea portion, you can find the coral reef, which protects the coast of Providencia Island, the second largest one in the Caribbean. This great coral reef with its different formations, along with the reef lagoon that forms in front of the McBean mangrove swamp, fill the sea with a spectacular variety of colors from deep blue to translucent aquamarine. Due to this unique array of colors, the Providencia sea is known as "the sea of seven colors". The Park includes the Mc Bean Lagoon and the Three Brothers Cays and Cangrejo Cay. It has one of the best preserved mangrove areas on the island and protects a portion of the coral reef where a great variety of species live.

You'll have a walk along the path of the mangrove of Mc Bean, you can do Diving to Lung or with tank in the reef area and around the keys, and of course enjoy in all its splendor the mangrove ecosystem with its trees, amphibians and from the viewpoint you can observe a great variety of birds.

You'll return to the hotel for dinner and rest.

Hotel: [Deep Blue](#)

Link: <http://hoteldeepblue.com/index.html>



# Day 15

## Back home

The final day of this wonderful adventure is here. Is time to go home and say goodbye to all those marvelous places that now will be forever in your heart.

Depending of your flight, you'll have the opportunity to go to give a short walk or just rest a bit.

Say goodbye to Colombia...

The Colombian Project will do the best to ensure that the entire experience on this trip is extraordinary.

We invite you to discover with us, the breathtaking beauty of Colombia, a place that will surely make you fall in love.







# - Coffee & nature lovers -

## Coffee & Walking Tour

Are you searching for a complete cultural and natural adventure in Colombia? The Colombian Project has the perfect plan for you.

Let us take you through a marvelous experience in this wonderful country; Colombia, the earth of coffee, a place known for the kindness of its people; the sincere smiles in the street and the invitations to enjoy the music, the exquisite gastronomy and simply to experience all that Colombia has to offer.

If you enjoy walking around beautiful places, discovering a new culture, and also if you are a coffee lover, you will love this plan chosen especially for people like you, who want to enjoy Colombia in a different way, experimenting this country with soul, body and heart.

Let's discover Colombia.



“Colombia ranks second in biodiversity in the world and is among the 12 megadiverse nations.”

“Bogotá is the first Latin American capital to obtain the title of CAPITAL of the Book, instituted by UNESCO.”



“Colombia is the third largest coffee producer in the world. It has the largest coffee research center in the world, and the largest freeze-dried coffee plant (process to dehydrate in cold water) in the Americas and the second in the world.”

“The magazine Nat Geo Traveler located Medellín, after the French island of Corsica, the best trip to in 2015.”



do

# Detailed Itinerary

## Bogotá

### Day 1

Your first visit is in Bogotá, known for its burgeoning cultural scene and vibrant nightlife. Is the capital and largest city of Colombia administered as the Capital District. The city is in the center of Colombia, on a high plateau known as the Bogotá savanna, part of the Altiplano Cundiboyacense located in the Eastern Cordillera of the Andes. It's the third-highest capital in South America, at an average of 2,640 meters (8,660 ft) above sea level. Bogotá It's the political, economic, administrative, industrial, artistic, cultural, and sports center of the country.

A transfer will take you to your hotel and depending on your flight time you will visit:

- **Gold Museum:** The museum contains the largest collection of pre-Columbian gold artifacts in the world in its exhibition.
- **The Bolívar Square:** Is the main square of the Colombian capital, is in the heart of the historical area of the city and hosts a statue of Simón Bolívar, sculpted in 1846 by the Italian Pietro Tenerani, which was the first public monument in the city.

After this short visit (3 hours approx) you'll return to the hotel to rest. Get prepared, because the adventure is just starting.



Hotel: [B.O.G hotel](#)

Link: <http://www.boghotel.com/hotel/>

# Bogotá

## Day 2

Today is the day you'll get to know the beautiful city of Bogotá. A guide will pick you up at the hotel in the morning. In the morning you'll visit:

- **Paloquemao market:** Bogotá's largest food market, which is open every day and supplies the ingredients for the vast majority of the city's best restaurants. Walk through the market and try the local food.

At noon the guide can recommend some restaurants where you can try our delicious typical food.

In the afternoon, the guide will take you to a city tour, you'll know these beautiful places:

- **National Museum:** Is the oldest in the country, the museum houses a collection of over 20,000 pieces including works of art and objects representing different national history periods.
- **Botero Museum:** The museum houses one of Latin America's most important international art collections.
- **La Candelaria:** A historic neighborhood in the city's downtown. The architecture of the old houses, churches and buildings has Spanish Colonial, Baroque and art deco styles.
- **Monserate:** A mountain that dominates the center of the city of Bogotá rises to 3,152 meters above sea level. You'll have a spectacular view of the sunset, you can eat something in the coffee shops and buy souvenirs.



**Hotel:** B.O.G hotel

**Link:** <http://www.boghotel.com/hotel/>

## Day 3

# Bogotá

On this day, your adventure in the nature and wildlife of Colombia begins.

Early in the morning (7:00 am) a transfer pickup from at the hotel. You'll leave to visit the National Natural Park Chingaza and the surroundings. This incredible place is located an hour and a half from Bogotá. You'll be observing birds all day, exploring the ecosystems of paramo and the high Andean forest.

- **National Natural Park Chingaza:** Chingaza is one of the most impressive natural parks of Colombia. Located right at the east of Bogotá at an altitude of 3400masl. It counts with 7,660 hectares of virgin high Andean forest sub-paramo and paramo ecosystems. The Paramos play a key role in the big scale balance of earth. Endemic to the Andes region, they are a kind of highland wetlands and perform the task of a giant geographical sponge. It is the place where the clouds are constantly being condensed and where the streams coming from the glaciers are retained and regulated.

The walk lasts approximately 3 hours and you'll arrive at a lagoon called Laguna Buitrago, where you can spend some time admiring nature, after the walk, you'll return to a cabin where you can have a typical Colombian drink, agua de panela (hot drink made with cane sugar 'jaggery'). Here you'll have the opportunity to use the toilets and change clothes and shoes (bring a change of clothes because the chances of getting wet are very high).

After having a close contact with nature, the transfer will take you back to the hotel to have lunch and rest a little after this incredible experience.

**Hotel:** [B.O.G hotel](#)

**Link:** <http://www.boghotel.com/hotel/>



# Day 4

## Medellín

A transfer will pick you up at the hotel in the morning (7:00 am) to take a flight to Medellín. Your flight will depart at approximately at 9:00 a.m. You'll arrive at Medellín at 10:00 a.m.

- **Medellín:** Is the capital of Colombia's mountainous Antioquia province. Nicknamed the "City of Eternal Spring" for its temperate weather, it hosts a famous annual Flower Festival. Modern metrocables link the city to surrounding neighborhoods and offer great views of the Aburrá Valley.

A transfer will pick you up at the airport and take you to the hotel to check-in and have lunch.

In the afternoon you'll have a city tour where you'll know places like:

- **Botero Park:** Where you can admire the beautiful oversized art works of the famous artist Fernando Botero.
- **Future Building and Barefoot Park:** Where you can out your inner child. Put your feet in the fountain, relax and forget the hustle and bustle of the city for a while.
- **Pueblo Paisa on the Nutibara Hill:** Where you can see what a traditional Antiquian village looks like. Admire the brightly colored buildings, enjoy some traditional desserts and buy some local souvenirs.

You'll return to the hotel at the end of the afternoon, for dinner and rest.

Hotel: [Art Hotel](#)

Link: [www.arthotel.com.co](http://www.arthotel.com.co)



## Day 5

# Medellín

A guide will pick you up early at the hotel to start the day at the Botanical Garden.

- **The Botanical Garden:** is a 14-hectare botanical garden in Medellín, has more than 1,000 living species and 4,500 flowers. It has an important collection of orchids preserved in an architectural space called the "Orchidiarium". The garden includes a butterfly house, a cactus garden, exhibition spaces, a library and a pond.

Time to have lunch and then continue with the tour. Recharge your energy because the adventure continues.

To really see the entire city, you'll travel by metro and cable car to barrio Santo Domingo where you can admire the city from above. You'll finish this fantastic day with a coffee at the viewpoint at Las Palmas and see how wonderful the city of Medellín has become over the last years.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



**Hotel:** [Art Hotel](#)  
**Link:** [www.arthotel.com.co](http://www.arthotel.com.co)

# Guatapé

## Day 6

A transfer will pick you up at the hotel in the morning to take you to Guatapé, you'll have a short trip of approximately two hours.

You'll visit:

- **Guatapé:** It's known for its houses decorated with colorful bas-reliefs. Here you can walk through its colorful cobble streets, buy some souvenirs, take photos and have lunch in a delicious typical restaurant. Get ready because after this an unforgettable adventure awaits you, you'll climb to the Peñol Stone.
- **Peñol Stone:** Here you'll climb the 742 steps that lead to the top of the Peñol Rock. It can be a bit hard, but the breathtaking view is completely worth it.

The transfer will take you back to Medellín for dinner and rest.



Hotel: [Art Hotel](#)  
Link: [www.arthotel.com.co](http://www.arthotel.com.co)



# Day 7

## Pereira

A transfer will pick you up at the hotel in the morning (6:00 am) to take you to Armenia, you'll have a trip of approximately six hours.

Welcome to Pereira...

- **Pereira:** The capital city of the Colombian department of Risaralda. It's located in the foothills of the Andes in a coffee-producing area of Colombia officially known as the "Coffee Axis".

A transfer will pick you up at the airport and take you to the hotel to check-in, have lunch and rest a little in the afternoon.

In the evening you'll have a barbecue in the garden; a dinner under the moonlight. The hotel's chef will prepare a delicious barbecue in front of your eyes, that perfectly combines with the rhythm of the strings that characterize the Colombian music.



**Hotel:** Sazagua

**Link:** [www.sazagua.com/es-es](http://www.sazagua.com/es-es)

## Day 8

# Pereira

In the morning a transfer will take you to Hacienda Venecia where you'll live an unforgettable experience; learn about the coffee process (washing, drying and packing of final product), also its culture, history and types. You'll observe the roasting and preparation process. You can have a walk through the coffee plantations too. Welcome to the land of Coffee.

Time to have lunch and then continue with the tour.

Finally, and to end an afternoon of relaxation, you'll visit the Thermal Springs of Santa Rosa, you'll be in an ecological environment with mountains and hot springs that lift from the earth and descend through the waterfalls until they reach the pools with a temperature of 40 degrees Celsius. There is also a beautiful waterfall of cold water with height of 80 meters.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



Hotel: [Sazagua](#)

Link: [www.sazagua.com/es-es](http://www.sazagua.com/es-es)

# Day 9

## Salento & Cocora Valley

In the morning a transfer will take you to the beautiful town Salento.

- **Salento:** Colonial town in Colombia; it has colorful buildings and a large square. It was the first settlement in Quindío of the modern era, and the first municipality founded in the department.

In this town you can walk a little, take pictures in the colorful houses and spend time trying local coffee (you can buy some packages of an authentic Colombian coffee).

After spending some time in Salento, you'll go to the Cocora Valley, here you can see the highest wax palms in the world, walk to the Acaime Reserve and ascend to the hummingbird feeders, the walk is of medium grade, (5 hours approx) there are five river crossings and some along trunks.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



Hotel: Sazagua

Link: [www.sazagua.com/es-es](http://www.sazagua.com/es-es)

# Day 10

## Santa Marta

A transfer will pick you up at the hotel in the morning (7:00 am) to take a flight to Santa Marta. Your flight will depart at approximately 9:00 am. With a stop in Bogota you'll arrive at Santa Marta at 1:00 pm.

Welcome to the Caribbean...

- **Santa Marta:** The Caribbean Sea and snow make Santa Marta a difficult place to forget. The city is located on the shores of the Bay of Santa Marta on the Caribbean Sea, in the foothills of the Sierra Nevada, whose peaks can be seen on clear days from the beach.

In the afternoon you'll have a city tour where you'll know places like:

- **Quinta de San Pedro Alejandrino:** Is a farm built in the 17th century, famous for being the death place of Simón Bolívar. At that time, the estate produced rum, honey and panela.
- **Historical Center:** Here you can make a walking tour enjoying the beautiful architecture of Santa Marta, you can also visit the cathedral, this was the first basilica built in South America and its construction dates back to 1765.
- **Rodarero:** Finally, you'll visit the Rodadero, a beach to swim with an energetic night scene in the bars and restaurants of the surroundings. Here you can dine in a restaurant recommended by the guide.



**Hotel:** [Villa María](#)

**Link:** <http://kalihotels.com/villa-maria-tayrona/>

# Santa Marta

## Day 11

A transfer will pick you up in the morning at the hotel to take you to the wonderful Tayrona National Park.

- **Tayrona National Park:** Is a large protected area covering the foothills of the Sierra Nevada de Santa Marta as they meet the Caribbean coast. It's known for its palm-shaded coves, coastal lagoons, rainforest and rich biodiversity. At its heart, the "Pueblito" ruins are an archaeological site accessed via forest trails, with terraces and structures built by the Tayrona civilization.

You'll dive into the crystal-clear waters of the Caribbean Sea and explore the incomparable beauty of Tayrona National Park on a day trip from Santa Marta. Declared one of the most picturesque national parks in Colombia, Tayrona demands attention with its diverse fauna and spectacular scenery. You'll walk through the extensive park with an experienced guide, observing the land and the sea of monkeys, dolphins and condors. You'll swim under the glistening surface of a natural pool and enjoy a traditional Colombian lunch, and then you'll have time to relax on its famous beaches.

You'll return to the hotel at the end of the afternoon, for dinner and rest.

**Hotel:** Villa María

**Link:** <http://kalihotels.com/villa-maria-tayrona/>



# Day 12

## Santa Marta

In the morning a transfer will pick you up at the hotel (6:00 am) to take you to the El Dorado Lodge. It will be a trip of approximately two hours to this beautiful place.

**El Dorado Lodge:** It has a high number of endemic species of birds and amphibians threatened with extinction, it is also one of the main forested redoubts of the Sierra Nevada, habitat of the Santa Marta Parakeet (*Pyrrhura viridicata*).

Upon arrival you'll have bird watching in the tropical foothills of the Sierra Nevada de Santa Marta where you can see the almost endemic Golden-winged Sparrow, Keel-billed Toucan, Motmote de zorzales, Blue-bellied Trogon, Blue-headed parrot, Hermit Pale and Hermit, Black Throat Mango, Aracari with collar and the elusive but beautiful Tanager Rosy-thrush. Bird to the El Dorado Lodge, stopping at a local farm to look for the recently divided Santa Marta Blossomcrown.

You'll have lunch in El Dorado Lodge.

In the Afternoon you'll have bird watching around the lodge, looking for local targets such as White-tailed Starfrontlet, Sierra Brush-Finch, Black-fronted Wood-Quail, sub-specie of Blue-naped Chlorophonia and many others.

You'll return to El Dorado Lodge at the end of the afternoon, for dinner and rest.



**Hotel:** El Dorado Lodge  
**Link:** <http://conservation.co/co/visit-us/>

# Santa Marta

## Day 13

Morning drive up to the Cuchilla de San Lorenzo to look for the majority of the Sierra Nevada de Santa Marta's astonishing 21 endemic species, including Santa Marta Antpitta, Santa Marta Parakeet, Santa Marta Bush-Tyrant, Santa Marta Mountain-Tanager, Yellow-crowned Whitestart, Sharp-shinned Hawk. Time to observe some endemic plant life and wax palms that dominate this Andean forest.

You'll have lunch at El Dorado Lodge.

Optional afternoon birding around El Dorado Lodge, looking for White-tipped Quetzal, Santa Marta Foliage-gleaner, Santa Marta Tapaculo, Streaked Spinetail amongst others.

You'll return to El Dorado Lodge at the end of the afternoon, for dinner and rest.



Hotel: [El Dorado Lodge](#)  
Link: <http://conservation.co/co/visit-us/>

## Day 14

### Back home

The final day of this wonderful adventure is here. Is time to go home and say goodbye to all those marvelous places that now will be forever in your heart.

Depending of your flight, a transfer will take you to the Santa Marta airport.

Say goodbye to Colombia...

The Colombian Project will do the best to ensure that the entire experience on this trip is extraordinary.

We invite you to discover with us, the breathtaking beauty of Colombia, a place that will surely make you fall in love.







# - Culture, Colors & sea -

## Culture & Nature Tour

Are you searching for a complete cultural and natural adventure in Colombia? The Colombian Project has the perfect plan for you.

Let us take you through a marvelous experience in this wonderful country; Colombia, the earth of coffee, a place known for the kindness of its people; the sincere smiles in the street and the invitations to enjoy the music, the exquisite gastronomy and simply to experience all that Colombia has to offer.

Let yourself be charmed by the lively corners of the capital. The colorful streets, full of flowers of Cartagena. The serenity of Villa de Leyva. A magical valley where you can find the tallest palm trees in the world. A cathedral that is hidden 180 meters underground like a beautiful treasure, and other remarkable places chosen especially for people like you, who enjoy of the perfect combination of culture and nature.

Let's discover Colombia.



“Colombia ranks second in biodiversity in the world and is among the 12 megadiverse nations.”

“Bogotá is the first Latin American capital to obtain the title of CAPITAL of the Book, instituted by UNESCO.”



“Colombia is the third largest coffee producer in the world. It has the largest coffee research center in the world, and the largest freeze-dried coffee plant (process to dehydrate in cold water) in the Americas and the second in the world.”

“The Tayrona Park has 15,000 terrestrial hectares and 4,500 marine hectares where species with high natural value and in danger of extinction coexist. Tayrona is one of the most important natural parks in this country.”



# Detailed Itinerary

## Bogotá

### Day 1

Your first visit is in Bogotá, known for its burgeoning cultural scene and vibrant nightlife. Is the capital and largest city of Colombia administered as the Capital District. The city is in the center of Colombia, on a high plateau known as the Bogotá savanna, part of the Altiplano Cundiboyacense located in the Eastern Cordillera of the Andes. It's the third-highest capital in South America, at an average of 2,640 meters (8,660 ft) above sea level. Bogotá It's the political, economic, administrative, industrial, artistic, cultural, and sports center of the country.

A transfer will take you to your hotel and depending on your flight time you will visit:

- **Gold Museum:** The museum contains the largest collection of pre-Columbian gold artifacts in the world in its exhibition.
- **The Bolívar Square:** Is the main square of the Colombian capital, is in the heart of the historical area of the city and hosts a statue of Simón Bolívar, sculpted in 1846 by the Italian Pietro Tenerani, which was the first public monument in the city.

After this short visit (3 hours approx) you'll return to the hotel to rest. Get prepared, because the adventure is just starting.



Hotel: [B.O.G hotel](#)

Link: <http://www.boghotel.com/hotel/>

## Day 2

# Bogotá

Today is the day you'll get to know the beautiful city of Bogotá. A guide will pick you up at the hotel in the morning. In the morning you'll visit:

- **Paloquemao market:** Bogota's largest food market, which is open every day and supplies the ingredients for the vast majority of the city's best restaurants. Walk through the market and try the local food.

At noon the guide can recommend some restaurants where you can try our delicious typical food.

In the afternoon, the guide will take you to a city tour, you'll know these beautiful places:

- **National Museum:** Is the oldest in the country, the museum houses a collection of over 20,000 pieces including works of art and objects representing different national history periods.
- **Botero Museum:** The museum houses one of Latin America's most important international art collections.
- **La Candelaria:** A historic neighborhood in the city's downtown. The architecture of the old houses, churches and buildings has Spanish Colonial, Baroque and art deco styles.
- **Monserate:** A mountain that dominates the center of the city of Bogotá rises to 3,152 meters above sea level. You'll have a spectacular view of the sunset, you can eat something in the coffee shops and buy souvenirs.



Hotel: [B.O.G hotel](#)

Link: <http://www.boghotel.com/hotel/>

## Day 3

# Zipaquirá & Villa de leyva

On your third day of tour you'll have a small trip to visit Zipaquirá and Villa de leyva.

A transfer will pick you up very early at the hotel in the morning (6:00 am). You'll spend approximately an hour and a half getting to Zipaquirá, here you'll visit the Salt Cathedral.

- **The Salt Cathedral:** Considered one of the most notable achievements of Colombian architecture, being described as a "Jewel of Modern Architecture". The cathedral represents for the Colombian people a valuable cultural, environmental and religious patrimony.

After the visit to the salt cathedral (do not forget the salt souvenirs and also you can find jewelry with emeralds) you'll go to the town to visit it a little and have lunch.

Then you'll continue your trip to Villa de Leyva. You'll spend approximately two and a half hours getting to this beautiful town.

- **Villa de Leyva:** It's one of the few towns in Colombia to have preserved much of its original colonial style and architecture: the streets and large central plaza are still paved with cobblestones and many buildings date from the sixteenth century.

After check-in at the hotel, the guide will take you on a short walk through the town. You can dine at a restaurant recommended by the guide and then go to rest.



**Hotel:** [La Posada de San Antonio](#)

**Link:** [www.hotellaposadadesanantonio.com/hotel](http://www.hotellaposadadesanantonio.com/hotel)

# Day 4

## Villa de Leyva

A guide will pick you up early at the hotel to start the day with the incredible places that Villa de Leyva has. You'll visit:

- **The Fossil Museum:** In this museum you'll find different fossils, you'll be surprised to see the bones of a Kronosaur, found in 1977.
- **Monquirá Archaeological park:** Its name means "The little hell" It's composed of several earthworks surrounding a setting of menhirs (upright standing stones); several burial mounds are also present. The site was a center of religious ceremonies and spiritual purification rites, and also served as a rudimentary astronomical observatory.

Time to have lunch and then continue with the tour. Recharge your energy because the adventure continues.

- **Casa Terracota:** A unique house built by Colombian designer Octavio Mendoza. It is made exclusively out of baked clay, including clay furniture and beds. It's considered the largest ceramic in the world.
- **Blue wells:** You'll make a 20 minutes walk along a path until you reach the Blue Wells, some artificial wells that due to the effect of the salts and minerals on the ground have taken on a very special color.

You'll return to the hotel at the end of the afternoon, for dinner and rest.

**Hotel:** [La Posada de San Antonio](#)

**Link:** [www.hotellaposadadesanantonio.com/hotel](http://www.hotellaposadadesanantonio.com/hotel)



# Day 5

## Pereira

A transfer will pick you up at the hotel in the morning (8:00 am). You'll return to Bogotá to take a flight to Pereira.

Lunch will be near the airport and your plane will depart to Pereira near 2:00 pm.

Welcome to Pereira...

- **Pereira:** The capital city of the Colombian department of Risaralda. It's located in the foothills of the Andes in a coffee-producing area of Colombia officially known as the "Coffee Axis".

A transfer will pick you up at the airport and take you to the hotel to check-in and rest a little in the afternoon.

In the evening you'll have a barbecue in the garden; a dinner under the moonlight. The hotel's chef will prepare a delicious barbecue in front of your eyes, that perfectly combines with the rhythm of the strings that characterize the Colombian music.



**Hotel:** Sazagua

**Link:** [www.sazagua.com/es-es](http://www.sazagua.com/es-es)

## Day 6

# Pereira

In the morning a transfer will take you to Hacienda Venecia where you'll live an unforgettable experience; learn about the coffee process (washing, drying and packing of final product), also its culture, history and types. You'll observe the roasting and preparation process. You can have a walk through the coffee plantations too. Welcome to the land of Coffee.

Time to have lunch and then continue with the tour.

Finally, and to end an afternoon of relaxation, you'll visit the Thermal Springs of Santa Rosa, you'll be in an ecological environment with mountains and hot springs that lift from the earth and descend through the waterfalls until they reach the pools with a temperature of 40 degrees Celsius. There is also a beautiful waterfall of cold water with height of 80 meters.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



Hotel: [Sazagua](#)  
Link: [www.sazagua.com/es-es](http://www.sazagua.com/es-es)



# Day 7

## Salento & Cocora Valley

In the morning a transfer will take you to the beautiful town Salento.

- **Salento:** Colonial town in Colombia; it has colorful buildings and a large square. It was the first settlement in Quindío of the modern era, and the first municipality founded in the department.

In this town you can walk a little, take pictures in the colorful houses and spend time trying local coffee (you can buy some packages of an authentic Colombian coffee).

After spending some time in Salento, you'll go to the Cocora Valley, here you can see the highest wax palms in the world, walk to the Acaime Reserve and ascend to the hummingbird feeders, the walk is of medium grade, (5 hours approx) there are five river crossings and some along trunks.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



Hotel: Sazagua

Link: [www.sazagua.com/es-es](http://www.sazagua.com/es-es)

# Day 8

## Santa Marta

A transfer will pick you up at the hotel in the morning (7:00 am) to take a flight to Santa Marta. Your flight will depart at approximately 9:00 am. With a stop in Bogota you'll arrive at Santa Marta at 1:00 pm.

Welcome to the Caribbean...

- **Santa Marta:** The Caribbean Sea and snow make Santa Marta a difficult place to forget. The city is located on the shores of the Bay of Santa Marta on the Caribbean Sea, in the foothills of the Sierra Nevada, whose peaks can be seen on clear days from the beach.

In the afternoon you'll have a city tour where you'll know places like:

- **Quinta de San Pedro Alejandrino:** Is a farm built in the 17th century, famous for being the death place of Simón Bolívar. At that time, the estate produced rum, honey and panela.
- **Historical Center:** Here you can make a walking tour enjoying the beautiful architecture of Santa Marta, you can also visit the cathedral, this was the first basilica built in South America and its construction dates back to 1765.
- **Rodarero:** Finally, you'll visit the rodadero, a beach to swim with an energetic night scene in the bars and restaurants of the surroundings. Here you can dine in a restaurant recommended by the guide.

**Hotel:** [Villa María](#)

**Link:** <http://kalihotels.com/villa-maria-tayrona/>



# Day 9

## Santa Marta

A transfer will pick you up in the morning at the hotel to take you to the wonderful Tayrona National Park.

- **Tayrona National Park:** Is a large protected area covering the foothills of the Sierra Nevada de Santa Marta as they meet the Caribbean coast. It's known for its palm-shaded coves, coastal lagoons, rainforest and rich biodiversity. At its heart, the "Pueblito" ruins are an archaeological site accessed via forest trails, with terraces and structures built by the Tayrona civilization.

You'll dive into the crystal-clear waters of the Caribbean Sea and explore the incomparable beauty of Tayrona National Park on a day trip from Santa Marta. Declared one of the most picturesque national parks in Colombia, Tayrona demands attention with its diverse fauna and spectacular scenery. You'll walk through the extensive park with an experienced guide, observing the land and the sea of monkeys, dolphins and condors. You'll swim under the glistening surface of a natural pool and enjoy a traditional Colombian lunch, and then you'll have time to relax on its famous beaches.

You'll return to the hotel at the end of the afternoon, for dinner and rest.

**Hotel:** [Villa María](#)

**Link:** <http://kalihotels.com/villa-maria-tayrona/>



## Santa Marta & Cartagena

### Day 10

The morning will be free, you can rest at the hotel or spend a fun morning on the beach to say goodbye to Santa Marta.

After lunch at the hotel, a transfer will pick you up to take you to Cartagena, to arrive in this new city it'll take approximately four hours.

Welcome to Cartagena...

- **Cartagena:** Is a beautiful fishing town on the Caribbean coast of Colombia, has excellent beaches, a historic old town (that's entirely walkable) and a beautiful colonial architecture.

After check-in at the hotel, you can go on a short walk through the town, you can dine at a restaurant too and then go to rest.



Hotel: [Quadrifolio](#)

Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Cartagena

## Day 11

On this day you'll know the beauty of Cartagena, you'll make a city tour where you can visit these wonderful places:

- **Saint Philip Castle:** Is a fortress in the city of Cartagena. The castle is located on the Hill of San Lázaro in a strategic location. It was built by the Spanish during the colonial era. Construction began in the year 1536.
- **The Monument to the Old Shoes:** Also known as "The old boots" is a realistic sculpture representing a pair of worn boots of great size. is a tribute to Luis Carlos López, one of the greatest poets of Cartagena.
- **Cerro de La Popa:** Is the highest geographical feature of the city of Cartagena de Indias. The Spaniards who discovered it in 1510 imagined seeing a huge galley that jutted out of the sea, for what they called Cerro de la Galera, and to the top, La Popa de la Galera.

You can have lunch in the historic center, the guide will recommend the best restaurants.

After this you can walk a little the city on foot, visit the beautiful churches that Cartagena has or visit its beaches.

At night you'll have a night tour in a beautiful carriage. You'll be picked up at the hotel to take a tour of the modern sector of Bocagrande, you'll also go to the walled city, where you'll walk through the narrow and historic streets to reach the restaurant where you can enjoy a wonderful dinner.



Hotel: [Quadrifolio](#)

Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Day 12

## Cartagena

A transfer will pick you up in the morning at the hotel to take you to the Bazarro Market.

- **Bazarro Market:** Here you can walk through hundreds of stalls with products from around the world, jewelry, crafts and authentic flavors of local cuisine.

Time to have lunch, the guide can recommend a good restaurant.

The Afternoon will be free, you can rest at the hotel or go shopping.

- **Shopping in Cartagena:** Cartagena offers many options for buyers, from boutiques and street markets to department stores and large shopping centers. You can buy handicrafts at street markets or explore the stunning beachwear at local boutiques.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



**Hotel:** [Quadrifolio](#)

**Link:** [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Rosario Islands

Day  
13

On this day you'll have your last tour, get ready because you'll have an unforgettable experience in the beautiful Rosario Islands.

- **The Rosario Islands:** A group of private islands off the coast of Cartagena, Colombia. Due to its beautifully intact ecosystem, the archipelago was declared a national park in 1977. The beautiful array of natural flora and fauna is sure to impress you!

Today you'll be treated to a deluxe cruise around the Rosario Island, a board this boat you'll visit 3 beaches, in some top-secret locations that the day-tripper crowd have not heard about (nor are they likely to). After spending some time at a private property you'll be taken back to Cartagena to enjoy your last legendary Caribbean evening.

You'll return to the hotel for dinner and rest.



Hotel: [Quadrifolio](#)  
Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

## Day 14

### Back home

The final day of this wonderful adventure is here. Is time to go home and say goodbye to all those marvelous places that now will be forever in your heart.

Depending of your flight, you'll have the opportunity to do last minute purchases, give a short walk or just rest a bit.

Say goodbye to Colombia...

The Colombian Project will do the best to ensure that the entire experience on this trip is extraordinary. We invite you to discover with us, the breathtaking beauty of Colombia, a place that will surely make you fall in love.







# **-Happiness is better shared-**

## **Family tour**

Do you want to take your family for an amazing adventure in Colombia? The Colombian Project has the perfect plan for you and your loved ones.

Let us take you and your family through a marvelous experience in this wonderful country; Colombia, the earth of coffee, a place known for the kindness of its people; the sincere smiles in the street and the invitations to enjoy the music, the exquisite gastronomy and simply to experience all that Colombia has to offer.

Colombian culture is deeply rooted in the concept of family and unity. Colombians know how important it is to take care and share with the people they love.

There are many places in Colombia for a family adventure, but we have selected the best for you. These places are perfect to make good memories, have fun, get relax and enjoy a country and a culture that is open to show the meaning of the word “happiness” and also, that this meaning is stronger when this feeling is shared in family. Are you coming with us?

Let's discover Colombia.



“The magazine Nat Geo Traveler located Medellin, after the French island of Corsica, the best trip to do in 2015.”

“Panaca the first agricultural theme park in the world and the largest in Latin America.”



“The National Coffee Park was built with the aim of saving, resurrecting and safeguarding the values of the Coffee Culture. On February 24, 1995, this theme park was founded, which attempts to pay homage to the drive and strength of Colombian coffee growers.”



“Los Corales del Rosario National Park and San Bernardo National Park are the most important continental reef formations in the country, unique samples of coastal mangrove forests, extensive seagrasses bordering the islands, diversity of invertebrates and multitude of multicolored reef fish.”



# Detailed Itinerary

## Bogotá

### Day 1

Your first visit is in Bogotá, known for its burgeoning cultural scene. Is the capital and largest city of Colombia administered as the Capital District. The city is in the center of Colombia, on a high plateau known as the Bogotá savanna, part of the Altiplano Cundiboyacense located in the Eastern Cordillera of the Andes. It's the third-highest capital in South America, at an average of 2,640 meters (8,660 ft) above sea level. Bogotá It's the political, economic, administrative, industrial, artistic, cultural, and sports center of the country.

A transfer will take you to your hotel and depending on your flight time you'll visit:

- **Gold Museum:** The museum contains the largest collection of pre-Columbian gold artifacts in the world in its exhibition.
- **The Bolívar Square:** Is the main square of the Colombian capital, is in the heart of the historical area of the city and hosts a statue of Simón Bolívar, sculpted in 1846 by the Italian Pietro Tenerani, which was the first public monument in the city.

After this short visit (3 hours approx) you'll return to the hotel to rest. Get prepared, because the adventure is just starting.



Hotel: [B.O.G hotel](#)

Link: <http://www.boghotel.com/hotel/>

# Bogotá

## Day 2

Today is the day you'll get to know the beautiful city of Bogotá. A guide will pick you up at the hotel in the morning.

In the morning you'll visit:

- **Jaime Duque Park:** is a family-oriented amusement park located in the Tocancipá municipality of the Metropolitan Area of Bogotá, Colombia. The park contains the Jaime Duque Zoo, the Museum of Mankind, as well as replicas of several major locations and buildings from around the world.

You can have lunch at one of the restaurants in the park.

In the afternoon, the guide will take you to know these beautiful places:

- **Botero Museum:** The museum houses one of Latin America's most important international art collections.
- **La Candelaria:** A historic neighborhood in the city's downtown. The architecture of the old houses, churches and buildings has Spanish Colonial, Baroque and art deco styles.
- **Monserate:** A mountain that dominates the center of the city of Bogotá rises to 3,152 meters above sea level. You'll have a spectacular view of the sunset, you can eat something in the coffee shops and buy souvenirs.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



Hotel: [B.O.G hotel](#)

Link: <http://www.boghotel.com/hotel/>

# Day 3

## Medellín

A transfer will pick you up at the hotel in the morning (7:00 am) to take a flight to Medellín. Your flight will depart at approximately at 9:00 am. You'll arrive at Medellín at 10:00 am.

- **Medellín:** Is the capital of Colombia's mountainous Antioquia province. Nicknamed the "City of Eternal Spring" for its temperate weather, it hosts a famous annual Flower Festival. Modern metrocables link the city to surrounding neighborhoods and offer great views of the Aburrá Valley.

A transfer will pick you up at the airport and take you to the hotel to check-in and have lunch.

In the afternoon you'll have a city tour where you'll know places like:

- **Botero Park:** Where you can admire the beautiful oversized art works of famous artist Fernando Botero.
- **Future Building and Barefoot Park:** Where you can out your inner child. Put your feet in the fountain, relax and forget the hustle and bustle of the city for a while.
- **Pueblo Paisa on the Nutibara Hill:** Where you can see what a traditional Antiquian village looks like. Admire the brightly colored buildings, enjoy some traditional desserts and buy some local souvenirs.

You'll return to the hotel at the end of the afternoon, for dinner and rest.

Hotel: [Art Hotel](#)

Link: [www.arthotel.com.co](http://www.arthotel.com.co)



# Medellín

## Day 4

A guide will pick you up early at the hotel to start the day with the Botanical Garden.

- **The Botanical Garden:** is a 14-hectare botanical garden in Medellín, has more than 1,000 living species and 4,500 flowers. It has an important collection of orchids preserved in an architectural space called the "Orchidiarium". The garden includes a butterfly house, a cactus garden, exhibition spaces, a library and a pond.

Time to have lunch and then continue with the tour. Recharge your energy because the adventure continues.

To really see the entire city, you'll travel by metro and cable car to barrio Santo Domingo where you can admire the city from above. You'll finish this fantastic day with a drink at the viewpoint at Las Palmas and see how wonderful the city of Medellín has become over the last years.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



Hotel: [Art Hotel](#)  
Link: [www.arthotel.com.co](http://www.arthotel.com.co)

# Day 5

## Guatapé

A transfer will pick you up at the hotel in the morning to take you to Guatapé, you'll have a short trip of approximately two hours.

You'll visit:

- **Guatapé:** It's known for its houses decorated with colorful bas-reliefs. Here you can walk through its colorful cobbled streets, buy some souvenirs, take photos and have lunch in a delicious typical restaurant. Get ready because after this an unforgettable adventure awaits you, you'll climb to the Peñol Stone.
- **Peñol Stone:** Here you'll climb the 742 steps that lead to the top of the Peñol Rock. It can be a bit hard, but the breathtaking view is completely worth it.

The transfer will take you back to Medellin for dinner and rest.



**Hotel:** Art Hotel  
**Link:** [www.arthotel.com.co](http://www.arthotel.com.co)

## Day 6

# Armenia, Quindio

A transfer will pick you up at the hotel in the morning (6:00 am) to take you to Armenia, you'll have a trip of approximately seven hours.

- **Armenia:** Is a Colombian municipality, capital of the department of Quindío and one of the main centers of the Colombian coffee axis and the so-called Paisa region. Armenia is called "The Miracle City of Colombia" thanks to its rapid urban growth in so little time since its founding.

You'll arrive at the hotel to check-in and have lunch.

After lunch, you can go on a short walk through the town and you can visit the Park of Life.

**The Park of Life:** Is one of the largest green lungs of Armenia. With a total area of more or less 8 hectares, it's an eco-tourist space where you'll spend an incredible afternoon surrounded by nature, you can walk and see the stepped waterfalls, the artificial lakes in which ducks adorn its calm waters and you can feed the fish, there are also craft sales based on typical paisa architecture and playgrounds for children.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



**Hotel:** [Isa Victory Hotel Boutique](#)

**Link:** [www.isavictoryhotelboutique.com/](http://www.isavictoryhotelboutique.com/)



# Day 7

## Armenia, Quindio

A transfer will pick you up at the hotel to take you to the National Coffee Park, you'll have a super fun day with your family.

- **The National Coffee Park:** Is a theme park located in the department of Quindío, Colombia, 4 km south-west of the town of Montenegro and 11 km west of the departmental capital city Armenia. Offers animatronics attractions, a global coffee garden, roller coasters, food stalls based on coffee, Colombian folk architecture, and other attractions.

In the Coffee Park you will have a multiple passport, which allows you to make use of its cable car and its chair lifts, get on the rides, including the exciting roller coasters and walk in its little train. You can also climb once to the cars and boats bumper, enjoy a ride on horseback and feel the adrenaline when driving a go-kart.

In the park you'll have everything you need to have a fun day, you can go to one of its restaurants and keep enjoying the fun at the park's attractions.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



**Hotel:** [Isa Victory Hotel Boutique](#)

**Link:** [www.isavictoryhotelboutique.com/](http://www.isavictoryhotelboutique.com/)

# Armenia, Quindio

## Day 8

A transfer will pick you up at the hotel to take you to Panaca park, you'll have a super lovely day with many animals.

- **Panaca park:** Is an agricultural theme park that promotes contact between humans and nature, aimed at those who live in the city and want to live a different adventure creating awareness about nature; nowadays it is one of the largest agricultural parks in the country.

In the Panaca Park you can observe around 4,500 animals and tour its 10 thematic stations dedicated to the agricultural culture of the region; there you'll learn about agronomy, pig farming, sericulture, agroecology, among other topics. You'll also witness livestock shows and have the opportunity to climb to a viewpoint to see the landscape.

In this park you'll spend all day, you can have lunch in one of the restaurants that the park has and then continue with this beautiful experience.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



**Hotel:** Isa Victory Hotel Boutique

**Link:** [www.isavictoryhotelboutique.com/](http://www.isavictoryhotelboutique.com/)

# Day 9

## Santa Marta

A transfer will pick you up at the hotel in the morning (6:00 am) to take a flight to Santa Marta. Your flight will depart at approximately 8:00 am. With a stop in Bogota you'll arrive at Santa Marta at 12:00 pm.

Welcome to the Caribbean...

- **Santa Marta:** The Caribbean Sea and snow make Santa Marta a difficult place to forget. The city is located on the shores of the Bay of Santa Marta on the Caribbean Sea, in the foothills of the Sierra Nevada, whose peaks can be seen on clear days from the beach.

In the afternoon you'll have a city tour where you'll know places like:

- **Quinta de San Pedro Alejandrino:** Is a farm built in the 17th century, famous for being the death place of Simón Bolívar. At that time, the estate produced rum, honey and panela.
- **Historical Center:** Here you can make a walking tour enjoying the beautiful architecture of Santa Marta, you can also visit the cathedral, this was the first basilica built in South America and its construction dates back to 1765.
- **Rodarero:** Finally, you'll visit the Rodadero, a beach to swim with an energetic night scene in the bars and restaurants of the surroundings. Here you can dine in a restaurant recommended by the guide.

**Hotel:** Villa María

**Link:** <http://kalihotels.com/villa-maria-tayrona/>



# Santa Marta

## Day 10

A transfer will pick you up in the morning at the hotel to take you to the wonderful Tayrona National Park.

- **Tayrona National Park:** Is a large protected area covering the foothills of the Sierra Nevada de Santa Marta as they meet the Caribbean coast. It's known for its palm-shaded coves, coastal lagoons, rainforest and rich biodiversity. At its heart, the "Pueblito" ruins are an archaeological site accessed via forest trails, with terraces and structures built by the Tayrona civilization.

You'll dive into the crystal-clear waters of the Caribbean Sea and explore the incomparable beauty of Tayrona National Park on a day trip from Santa Marta. Declared one of the most picturesque national parks in Colombia, Tayrona demands attention with its diverse fauna and spectacular scenery. You'll walk through the extensive park with an experienced guide, observing the land and the sea of monkeys, dolphins and condors. You'll swim under the glistening surface of a natural pool and enjoy a traditional Colombian lunch, and then you'll have time to relax on its famous beaches.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



**Hotel:** Villa María

**Link:** <http://kalihotels.com/villa-maria-tayrona/>

## Santa Marta & Cartagena

Day  
11

The morning will be free, you can rest at the hotel or spend a fun morning on the beach to say goodbye to Santa Marta.

After lunch at the hotel, a transfer will pick you up to take you to Cartagena; it'll take approximately four hours.

Welcome to Cartagena...

- **Cartagena:** Is a beautiful fishing town on the Caribbean coast of Colombia, has excellent beaches, a historic old town (that's entirely walkable) and a beautiful colonial architecture.

After check-in at the hotel, you can go on a short walk through the town, you can dine at a restaurant too and then go to rest.



Hotel: [Quadrifolio](#)  
Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Cartagena

## Day 12

On this day you'll know the beauty of Cartagena, you'll make a city tour where you can visit these wonderful places:

- **Saint Philip Castle:** Is a fortress in the city of Cartagena. The castle is located on the Hill of San Lázaro in a strategic location. It was built by the Spanish during the colonial era. The construction began in the year 1536.
- **The Monument to the Old Shoes:** Also known as "The old boots" is a realistic sculpture representing a pair of worn boots of great size. is a tribute to Luis Carlos López, one of the greatest poets of Cartagena.
- **Cerro de La Popa:** Is the highest geographical feature of the city of Cartagena de Indias. The Spaniards who discovered it in 1510 imagined seeing a huge galley that jutted out of the sea, for what they called Cerro de la Galera, and to the top, La Popa de la Galera.

You can have lunch in the historic center, the guide will recommend the best restaurants.

After this you can walk a little the city on foot, visit the beautiful churches that Cartagena has or visit its beaches.

At night you'll have a night tour in a beautiful carriage. You'll be picked up at the hotel to take a tour of the modern sector of Bocagrande, you'll also go to the walled city, where you'll walk through the narrow and historic streets to reach the restaurant where you can enjoy a wonderful dinner.



Hotel: [Quadrifolio](#)

Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Cartagena

## Day 13

This day in the morning you'll have a Bicycle tour.

- **Bicycle tour:** You'll enjoy the landscapes and the sea breeze while you are cycling, you will have the option to make short stops to appreciate the majesty of every architectural detail that Cartagena conserves. This tour will be super fun for you to share as a family in this beautiful city.

Time to have lunch, the guide can recommend a good restaurant.

The Afternoon will be free, you can rest at the hotel or go shopping.

- **Shopping in Cartagena:** Cartagena offers many options for buyers, from boutiques and street markets to department stores and large shopping centers. You can buy handicrafts at street markets or explore the stunning beachwear at local boutiques.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



**Hotel:** [Quadrifolio](#)

**Link:** [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Rosario Islands

Day  
14

On this day you'll have your last tour, get ready because you'll have an unforgettable experience in the beautiful Rosario Islands.

- **The Rosario Islands:** A group of private islands off the coast of Cartagena, Colombia. Due to its beautifully intact ecosystem, the archipelago was declared a national park in 1977. The beautiful array of natural flora and fauna is sure to impress you.

Today you'll be treated to a deluxe cruise around the Rosario Island, a board this boat you'll visit 3 beaches, in some top-secret locations that the day-tripper crowd have not heard about (nor are they likely to). After spending some time at a private property you'll be taken back to Cartagena to enjoy your last legendary Caribbean evening.

You'll return to the hotel for dinner and rest.



Hotel: [Quadrifolio](#)  
Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)



## Day 15

### Back home

The final day of this wonderful adventure is here. Is time to go home and say goodbye to all those marvelous places that now will be forever in your hearts.

Depending of your flight, you'll have the opportunity to do last minute purchases, give a short walk or just rest a bit.

Say goodbye to Colombia...

The Colombian Project will do the best to ensure that the entire experience on this trip is extraordinary. We invite you and your family to discover with us, the breathtaking beauty of Colombia, a place that will surely make you fall in love.





# **-Between stone beings and millenary cultures-**

## **Historical & Archaeological Tour**

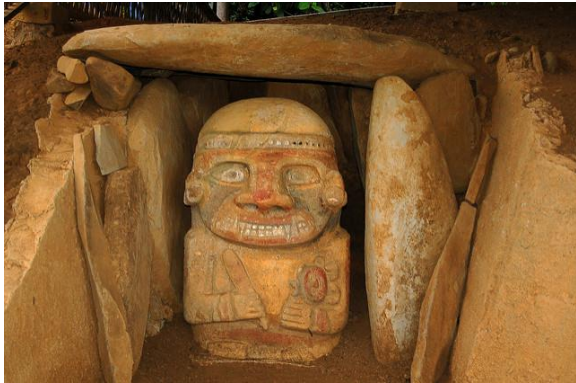
Are you searching for a complete historical and archaeological experience in Colombia? The Colombian Project has the perfect plan for you.

Let us take you through a marvelous experience in this wonderful country; Colombia, the earth of coffee, a place known for the kindness of its people; the sincere smiles in the street and the invitations to enjoy the music, the exquisite gastronomy and simply to experience all that Colombia has to offer.

If you enjoy to travel to the past, to ancient times and to discover millenary cultures, you will love the places that we have specially selected for you, aimed to transport you to wonderful environments where you can learn about our ancestors, their traditions and beliefs.

Are you ready to travel in time?

Let's discover Colombia.



“San Agustín is a town of beings of stone. Beings and not statues; that's how locals like to call them with love.”

“Popayán is known for its beautiful Holy Week; Because of its traditional value, its contribution to culture and social cohesion, UNESCO decided to include it in the List of the Intangible Cultural Heritage of Humanity in 2009.”



“The collection of the Gold Museum of the Bank of the Republic has been declared a National Monument and considered the most important in the world in its kind.”

# Detailed Itinerary

## Day 1

### Bogotá

Your first visit is in Bogotá, the capital and largest city of Colombia administered as the Capital District. The city is in the center of Colombia, on a high plateau known as the Bogotá savanna, part of the Altiplano Cundiboyacense located in the Eastern Cordillera of the Andes. It's the third-highest capital in South America, at an average of 2,640 meters (8,660 ft) above sea level. Bogotá It's the political, economic, administrative, industrial, artistic, cultural, and sports center of the country.

A transfer will take you to your hotel and depending on your flight time you'll have visit to:

- **Gold Museum:** The museum contains the largest collection of pre-Columbian gold artifacts in the world in its exhibition.
- **The Bolívar Square:** Is the main square of the Colombian capital, is in the heart of the historical area of the city and hosts a statue of Simón Bolívar, sculpted in 1846 by the Italian Pietro Tenerani, which was the first public monument in the city.

After this short visit (3 hours approx) you'll return to the hotel to rest.

**Hotel:** [B.O.G hotel](#)  
**Link:** <http://www.boghotel.com/hotel/>



## Day 2

# Bogotá

Today is the day you'll get to know the beautiful city of Bogotá. A guide will pick you up at the hotel in the morning. Get ready because in the morning you'll visit:

- **Paloquemao market:** Bogota's largest food market, which is open every day and supplies the ingredients for the vast majority of the city's best restaurants. Walk through the market and try the local food.

At noon the guide can recommend some restaurants where you can try our delicious typical food.

In the afternoon, the guide will take you to city tour, you'll know these beautiful places:

- **National Museum:** Is the oldest in the country, the museum houses a collection of over 20,000 pieces including works of art and objects representing different national history periods.
- **Botero Museum:** The museum houses one of Latin America's most important international art collections.
- **La Candelaria:** A historic neighborhood in the city's downtown. The architecture of the old houses, churches and buildings has Spanish Colonial, Baroque and art deco styles.
- **Monserate:** A mountain that dominates the center of the city of Bogotá rises to 3,152 meters above sea level. You'll have a spectacular view of the sunset, you can eat something in the coffee shops and buy souvenirs.



Hotel: [B.O.G hotel](#)

Link: <http://www.boghotel.com/hotel/>

# Zipaquirá & Villa de Leyva

## Day 3

On your third day of tour you'll have a small trip to visit Zipaquirá and Villa de Leyva.

A transfer will pick you up very early at the hotel in the morning (6:00 am). You'll spend approximately an hour and a half getting to Zipaquirá, here you'll visit the Salt Cathedral.

- **The Salt Cathedral:** Considered one of the most notable achievements of Colombian architecture, being described as a "Jewel of Modern Architecture". The cathedral represents for the Colombian people a valuable cultural, environmental and religious patrimony.

After the visit to the salt cathedral, you'll go to the town to do a short visit and have lunch.

Then you'll continue your trip to Villa de Leyva. You'll spend approximately two and a half hours getting to this beautiful town.

- **Villa de Leyva:** It's one of the few towns in Colombia to have preserved much of its original colonial style and architecture: the streets and large central plaza are still paved with cobblestones and many buildings date from the sixteenth century.

After check-in at the hotel, the guide will take you on a short walk through the town. You can dine at a restaurant recommended by the guide and then go to rest.



**Hotel:** [La Posada de San Antonio](#)

**Link:** [www.hotellaposadadesanantonio.com/hotel](http://www.hotellaposadadesanantonio.com/hotel)

# Day 4

## Villa de Leyva

A guide will pick you up early at the hotel to start the tour in the incredible places that Villa de Leyva has. You'll visit:

- **The Fossil Museum:** In this museum you'll find different fossils, you'll be surprised to see the bones of a Kronosaur, found in 1977.
- **Monquirá Archaeological Park:** its name means "The little hell" It's composed of several earthworks surrounding a setting of menhirs (upright standing stones); several burial mounds are also present. The site was a center of religious ceremonies and spiritual purification rites, and also served as a rudimentary astronomical observatory.



Time to have lunch and then continue with the tour.

- **Casa Terracota:** is a unique house built by Colombian designer Octavio Mendoza. It is made exclusively out of baked clay, including clay furniture and beds. It's considered the largest ceramic in the world.
- **Blue wells:** You'll make a 20 minutes' walk along a path until you reach the blue wells, some artificial wells that due to the effect of the salts and minerals on the ground have taken a very special color.



You'll return to the hotel at the end of the afternoon, for dinner and rest.

**Hotel:** [La Posada de San Antonio](#)

**Link:** [www.hotellaposadadesanantonio.com/hotel](http://www.hotellaposadadesanantonio.com/hotel)

## Day 5

# San Agustín

A transfer will pick you up at the hotel in the morning (7:00 am). You'll return to Bogotá to take a flight to Pitalito.

Lunch will be near the airport and you will depart approximately on the 12:55 pm flight to Pitalito. When you arrive, a transfer will take you to San Agustín. (1 hour approx.)

Welcome to San Agustín...

- **San Agustín:** Is a town in the Andes Mountains of western Colombia. It's known for its proximity to the San Agustín Archaeological Park, home to numerous pre-Columbian remains spread over several sites. Carved volcanic stone figures and tombs litter the Forest of Statues, amid native trees and flowers.

A transfer will pick you up at the airport and take you to the hotel to check-in.

The Afternoon will be free, you can rest at the hotel or you can visit to the town.



**Hotel:** Akawanka Lodge

**Link:** [www.hotelakawankalodge.com/](http://www.hotelakawankalodge.com/)



# Day 6

## San Agustín

In the morning a transfer will take you to the Archaeological Park of San Agustín.

- **San Agustín Archaeological Park:** The site contains the largest group of religious monuments and megalithic sculptures in South America stands in a wild, spectacular landscape. Gods and mythical animals are skillfully represented in styles ranging from abstract to realist. These works of art display the creativity and imagination of a northern Andean culture that flourished from the 1st to the 8th century.

Time to have lunch and then continue with the tour.

You'll Visit site dubbed "mesitas" to view ceremonial statues, sarcophagi, tombs and burial mounds and finally a walk through the Forest of Statues.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



**Hotel:** [Akawanka Lodge](#)  
**Link:** [www.hotelakawankalodge.com/](http://www.hotelakawankalodge.com/)

# Day 7

## Isnos, Huila

In the morning a transfer will take you to Isnos.

- **Isnos:** Is a town and municipality in the Huila Department. It was recognized and declared by UNESCO in 1995 as a Cultural and Historical Heritage.

Here you'll visit the Heights of the Idols and the Heights of the Stones. The Heights of the Idols is 4 km from the town of Isnos and contains the tallest statue of all the parks, the Heights of the Stones park is 7 km from Isnos includes the famous "Double I" statue.

Time to have lunch and then the afternoon will be free, you can visit the town and discover all its corners.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



**Hotel:** Akawanka Lodge  
**Link:** [www.hotelakawankalodge.com/](http://www.hotelakawankalodge.com/)

# Day 8

## Popayán

A transfer will pick you up very early at the hotel in the morning (6:00 am). You'll spend approximately five hours getting to Popayán.

Welcome to Popayán...

- **Popayán:** This town is well known for its colonial architecture and its contributions to Colombian cultural and political life. It is also known as the "white city" due to the color of the most of colonial houses and places in the city downtown.

In the afternoon you'll have a city tour where you'll visit places such as:

- **Cathedral Basilica of Our Lady of the Assumption:** Dedicated to the Virgin Mary, the cathedral has an architectural style different from that of the other churches of Popayán. Its first construction, in bahareque, was destroyed in 1566. The neoclassical style of its facade, the interior decorated in French style and its 40 m high dome make the cathedral a beautiful place to visit.
- **Humilladero bridge:** It is a historical bridge built in 1873 by Fray Serafín Barbetti. Its name derives from the effort that before the existence of the bridge had to do the settlers to raise the slope with heavy loads until they reach the highest place of Popayán.

You'll return to the hotel at the end of the afternoon, for dinner and rest.

**Hotel:** [Dann Monasterio](#)

**Link:** [www.hotelesdann.com/dann-popayan/?lang=en](http://www.hotelesdann.com/dann-popayan/?lang=en)



# Day 9

## Popayán

In the morning you'll have a tour for the best museums in Popayán:

- Natural History Museum
- Archdiocesan Museum of Religious Art
- Guillermo Valencia National Museum
- Mosquera House Museum
- Guillermo Leon Valencia

In this tour you'll have a combination of history, religion and nature where you'll learn many things from Colombia and the beautiful city of Popayán.

Time to have lunch and then continue with the tour.

In the afternoon you will visit "El Pueblito Patojo", a place where replicas of the Humilladero bridge, La Ermita, clock tower, piles and lanterns that symbolize the architecture of the White City were built. Inside the replica of La Ermita Chapel, there is the tomb where, according to legend, the remains of Don Quijote rest.

Finally, you will visit "El Morro" an Indian pyramid. The pyramid dates from at least 1535, since the Spanish Empire found it abandoned when they arrived in that year. Here you can have a panoramic view of the city and enjoy a beautiful sunset. (Popayán is known for its breathtaking sunsets).

You'll return to the hotel at the end of the afternoon, for dinner and rest.

**Hotel:** [Dann Monasterio](#)

**Link:** [www.hotelesdann.com/dann-popayan/?lang=en](http://www.hotelesdann.com/dann-popayan/?lang=en)



# Popayán & Cartagena

## Day 10

The morning will be free, you can rest in the hotel or spend a fun morning in a typical restaurant in the city where you can enjoy the delicious food that Popayán has.

A transfer will pick you up at the hotel (1:00 pm) to take a flight to Cartagena. Your flight will depart at approximately 2:30 pm. with a stop in Bogota you'll arrive at Cartagena at 7:00 pm.

Welcome to Cartagena...

- **Cartagena:** Is a beautiful fishing town on the Caribbean coast of Colombia, has excellent beaches, a historic old town (that's entirely walkable) and a beautiful colonial architecture.

After check-in at the hotel, you can go on a short walk through the town, you can dine at a restaurant too and then go to rest.



Hotel: [Quadrifolio](#)

Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Cartagena

## Day 11

On this day you'll know the beauty of Cartagena, you'll make a city tour where you can visit these wonderful places:

- **Saint Philip Castle:** Is a fortress in the city of Cartagena. The castle is located on the Hill of San Lázaro in a strategic location. It was built by the Spanish during the colonial era. Construction began in the year 1536.
- **The Monument to the Old Shoes:** Also known as "The old boots" is a realistic sculpture representing a pair of worn boots of great size. is a tribute to Luis Carlos López, one of the greatest poets of Cartagena.
- **Cerro de La Popa:** Is the highest geographical feature of the city of Cartagena de Indias. The Spaniards who discovered it in 1510 imagined seeing a huge galley that jutted out of the sea, for what they called Cerro de la Galera, and to the top, La Popa de la Galera.

You can have lunch in the historic center, the guide will recommend the best restaurants.

After this you can walk a little the city on foot, visit the beautiful churches that Cartagena has or visit the beaches that the city has.

At night you'll have a night tour in a beautiful carriage. You'll be picked up at the hotel to take a tour of the modern sector of Bocagrande, you'll also go to the walled city, where you'll walk through the narrow and historic streets to reach the restaurant where you can enjoy a wonderful dinner.



Hotel: [Quadrifolio](#)

Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Day 12

## Cartagena

A transfer will pick you up in the morning at the hotel to take you to the Palenque community.

- **AFRICA IN AMERICA:** You'll visit the Palenque community of San Basilio, the first free town in America. In San Basilio de Palenque there're Africans who escaped in colonial times, there are still some traditions such as language, food, dance, and culture.

Time to have lunch, the guide can recommend a good restaurant.

The afternoon will be free, you can rest at the hotel or go shopping.

- **Shopping in Cartagena:** Cartagena offers many options for buyers, from boutiques and street markets to department stores and large shopping centers. You can buy handicrafts at street markets or explore the stunning beachwear at local boutiques.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



Hotel: [Quadrifolio](#)

Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Rosario Islands

## Day 13

Relax day...

On this day you'll have your last tour, get ready because you'll have an unforgettable experience in the beautiful Rosario Islands.

- **The Rosario Islands:** are a group of private islands off the coast of Cartagena, Colombia. Due to its beautifully intact ecosystem, the archipelago was declared a national park in 1977. The beautiful array of natural flora and fauna is sure to impress you!

Today you'll be treated to a deluxe cruise around the Rosario Island, a board this boat you'll visit 3 beaches, in some top-secret locations that the day-tripper crowd have not heard about (nor are they likely to). After spending some time at a private property you'll be taken back to Cartagena to enjoy a legendary Caribbean evening.

You'll return to the hotel for dinner and rest.



Hotel: [Quadrifolio](#)  
Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)



Day  
14

## Back home

The final day of this wonderful adventure is here. Is time to go home and say goodbye to all those marvelous places that now will be forever in your heart.

Depending of your flight, you'll have the opportunity to do last minute purchases, give a short walk or just rest a bit.

Say goodbye to Colombia...

The Colombian Project will do the best to ensure that the entire experience on this trip is extraordinary.

We invite you to discover with us, the breathtaking beauty of Colombia, a place that will surely make you fall in love.





## **- Wild heart -**

### **Nature & Wildlife Tour**

Are you searching for a complete natural adventure in Colombia? The Colombian Project has the perfect plan for you.

Let us take you through a marvelous experience in this wonderful country; Colombia, the earth of coffee, a place known for the kindness of its people; the sincere smiles in the street and the invitations to enjoy the music, the exquisite gastronomy and simply to experience all that Colombia has to offer.

Do you have a wild heart? Do you like taking the path that leads you the adventure? If you enjoy nature and you like to discover the secrets of this marvelous world, you'll love these remarkable places chosen especially for people like you, who enjoy of the perfect combination of nature and adventure.

Let's discover Colombia.



“Colombia ranks second in biodiversity in the world and is among the 12 megadiverse nations.”

“The paramos in Colombia occupy an area close to 3 percent (29,000 km<sup>2</sup>) of the continental area of the national territory, however, it represents 50 percent of the paramos of the world. Only half a dozen countries on the planet have the privilege of having paramo ecosystems.”



“The Amazon produces more than 20% of the oxygen in the earth. The rest of the rainforests produce a total of 10-15%.”

“The Amazon is home to the largest number of animal species and plants in the world. It is home to numerous dangerous species such as jaguars and electric eels.”



# Detailed Itinerary

## Bogotá

### Day 1

Before knowing the wildlife in Colombia, you'll pass through very interesting places in Bogotá. Get ready because this is just the beginning of an unforgettable adventure.

- **Bogotá:** Is the capital and largest city of Colombia administered as the Capital District. The city is in the center of Colombia, on a high plateau known as the Bogotá savanna, part of the Altiplano Cundiboyacense located in the Eastern Cordillera of the Andes. It's the third-highest capital in South America, at an average of 2,640 meters (8,660 ft) above sea level. Bogotá It's the political, economic, administrative, industrial, artistic, cultural, and sports center of the country.

A transfer will take you to your hotel and depending on your flight time you'll visit:

- **Gold Museum:** The museum contains the largest collection of pre-Columbian gold artifacts in the world in its exhibition.
- **The Bolívar Square:** Is the main square of the Colombian capital, is in the heart of the historical area of the city and hosts a statue of Simón Bolívar, sculpted in 1846 by the Italian Pietro Tenerani, which was the first public monument in the city.

After this short visit (3 hours approx) you'll return to the hotel to rest. Get prepared, because the adventure is just starting.



Hotel: [B.O.G hotel](#)

Link: <http://www.boghotel.com/hotel/>

# Bogotá

## Day 2

Today is the day you'll get to know the beautiful city of Bogotá. A guide will pick you up at the hotel in the morning. In the morning you'll visit:

- **Paloquemao market:** Bogotá's largest food market, which is open every day and supplies the ingredients for the vast majority of the city's best restaurants. Walk through the market and try the local food.

At noon the guide can recommend some restaurants where you can try our delicious typical food.

In the afternoon, the guide will take you to a city tour, you'll know these beautiful places:

- **National Museum:** Is the oldest in the country, the museum houses a collection of over 20,000 pieces including works of art and objects representing different national history periods.
- **Botero Museum:** The museum houses one of Latin America's most important international art collections.
- **La Candelaria:** A historic neighborhood in the city's downtown. The architecture of the old houses, churches and buildings has Spanish Colonial, Baroque and art deco styles.
- **Monserate:** A mountain that dominates the center of the city of Bogotá rises to 3,152 meters above sea level. You'll have a spectacular view of the sunset, you can eat something in the coffee shops and buy souvenirs.



**Hotel:** B.O.G hotel

**Link:** <http://www.boghotel.com/hotel/>

# Bogotá

## Day 3

On this day, your adventure in the nature and wildlife of Colombia begins.

Early in the morning (7:00 am) a transfer pickup from at the hotel. You'll leave to visit the National Natural Park Chingaza and the surroundings. This incredible place is located an hour and a half from Bogotá. You'll be observing birds all day, exploring the ecosystems of paramo and high Andean forest looking for birds.

- **National Natural Park Chingaza:** Chingaza is one of the most impressive natural parks of Colombia. Located right at the east of Bogotá at an altitude of 3400masl. It counts with 7,660 hectares of virgin high Andean forest sub-paramo and paramo ecosystems. The Paramos play a key role in the big scale balance of earth. Endemic to the Andes region, they are a kind of highland wetlands and perform the task of a giant geographical sponge. It is the place where the clouds are constantly being condensed and where the streams coming from the glaciers are retained and regulated.

The walk lasts approximately 3 hours and you'll arrive at a lagoon called Laguna Buitrago, where you can spend some time admiring nature, after the walk, you'll return to a cabin where you can have a typical Colombian drink; agua de panela (hot drink made with cane sugar 'jaggery'). Here you'll have the opportunity to use the toilets and change clothes and shoes (bring a change of clothes because the chances of getting wet are very high).

After having a close contact with nature, the transfer will take you back to the hotel to have lunch and rest a little after this incredible experience.

**Hotel:** B.O.G hotel

**Link:** <http://www.boghotel.com/hotel/>



## Day 4

# Amazonas

Today you'll have the morning free before going to the airport ready for your flight at 12:02 pm to Leticia, in the heart of the Colombian Amazon. On arrival at the 'Lung of the World', you'll get a short taxi ride to the dock where a private boat will be ready to take you to the powerful Amazon and west of Calanoa, your place for the next days in the jungle, about 60 km and 1 hour and 30 minutes away.

**Amazonas:** Is a department of Colombia in the south of the country. It is the largest department in the area and has the third smallest population. 212 species of mammals and 195 of reptiles inhabit here. The Colombian Amazon will be a perfect destination for you if you want to have extreme contact with nature and know some of the most representative cultures of the country.

Upon arrival you'll have time to check in to your jungle cabin and take a walk around the reserve before having a delicious dinner prepared by the locals. A legendary sunset overlooking the Amazon will marveled you from the viewing platform before you embark on a night walk into the jungle, looking for fantastic insects, families of tarantulas, large ungainly tree frogs and even large mammals that may walk into the torch light.

Hotel: Calanoa

Link: [www.calanoamazonas.com](http://www.calanoamazonas.com)



# Amazonas

## Day 5

You'll have an early start (6:00 am) to begin our walk to Fundacion Maikuchiga, ran by Dr. Sara Bennett and the local community of Mocagua. The foundation works with captured primates from the illegal animal trade and those who have also been brought up in captivity. At the center primates are nurtured back to health for their eventual return to their native habitat. After a brief introduction to the programme you'll head off into some secondary forest looking for: the common Squirrel Monkey, tiny Pygmy Marmoset, beautiful Yellow-handed Titi and Spix's Night Monkey. At the center you'll have the chance to play with rescued monkeys who in general are very naughty.



You'll have a packed lunch before returning to Calanoa Reserve birding and wildlife watching returning via same path. You'll meet with local Tikunas and have the chance to observe their community mural art project ran by the Calanoa Foundation where the Mocagua community are working to reclaim and record their ancestral knowledge through the painting of murals.



Hotel: [Calanoa](#)

Link: [www.calanoamazonas.com](http://www.calanoamazonas.com)



# Amazonas

## Day 6

Today will be either a boat trip or walking expedition into the jungles to the north of the reserve, depending on your preference.

The winding River Matamata which borders the reserve and also one of Colombia's most famous National Parks; Amacayacu, will serve as the entry point into some primary forest where wildlife abounds.

You will spend all day looking for wildlife before heading back to Calanoa after the day's activity has died down. After lunch a boat ride out to the Peruvian side of the Amazon will ensue where you'll be on the lookout for the enigmatic Pink River Dolphins and stunning bird life that surrounds nearby Isla Mocagua.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



Hotel: Calanoa

Link: [www.calanoamazonas.com](http://www.calanoamazonas.com)

# Day 7

## Amazonas & Yopal

In the morning you'll take a flight to Yopal. Your flight will depart at approximately at 11:33 a.m. With a stop in Bogota you'll arrive to Yopal at 4:00 p.m.

Welcome to Yopal...

- **Yopal:** It is the pulsating and joyful heart of Casanare, it offers the beauty of its plains with breathtaking landscapes where you can see a variety of animals and varied flora. Fruit and timber trees are found throughout the territory.

A transfer will pick you up at the airport to take you to the Juan Solito Reserve. From Yopal to the reserve you'll spend approximately 4 and a half hours.

After a long day of travel, you'll arrive at the hotel which will receive you with delicious typical llanera food, after this you can go to rest and recharge energies for the adventures that you'll live in this magical place.

**Hotel:** Juan Solito Lodge

**Link:** <http://www.juansolito.com/>



# Hato La Aurora, Casanare

## Day 8

In the morning you'll have a "Safari Llanero" in which you'll make an expedition with expert guides in the area, with all the guarantees of safety, here you'll be able to find animals in wild life such as: chigüiros, white-tailed deers, bullocks, cattle, wild horses, herons, garzones, alcaravanes, mochuelos, guereres, variety of ibis, many species of birds (bird watching).

You'll return to the hotel at noon to have a typical lunch at the Juan Solito Reserve.

In the afternoon you can rest and then you'll make a nocturnal safari to see the animals that only come out when the sun goes down. After the folklore of the dinner, the songs, the musical instruments and the stories will be shared with the guests before going to bed.



**Hotel:** Juan Solito Lodge  
**Link:** <http://www.juansolito.com/>

# Hato La Aurora, Casanare

## Day 9

You'll have the morning free to rest or have a walk hike in the reserve, you'll have lunch and then you'll have a horse ride.

You'll live a different experience full of wildlife and wonderful plains landscapes where your traveling companion will be the Creole horse.

Before making your tour, you'll receive an induction where the safety rules are established so that you have a safe route. You'll have guides who have years of experience.

During the ride you'll explore several native ecosystems, such as palms, savannas, gallery forests and estuaries. You'll observe several wild animals such as exotic birds, monkeys and alligators.

If you have lucky and the weather is favorable, you'll see the magnificent Anaconda.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



Hotel: [Juan Solito Lodge](http://www.juansolito.com/)

Link: <http://www.juansolito.com/>

# Santa Marta

## Day 10

A transfer will pick you up at 11:00 am to take you to airport in Yopal to take a flight to Santa Marta. Your flight will depart at approximately at 4:30 pm. With a stop in Bogota you'll arrive at Santa Marta at 9:40 pm.

Welcome to the Caribbean...

- **Santa Marta:** The Caribbean Sea and snow make Santa Marta a difficult place to forget. The city is located on the shores of the Bay of Santa Marta on the Caribbean Sea, in the foothills of the Sierra Nevada, whose peaks can be seen on clear days from the beach.

A transfer will pick you up at the airport to take you to the hotel where you can dine and rest to recharge your batteries.

**Hotel:** [Villa María](#)

**Link:** <http://kalihotels.com/villa-maria-tayrona/>



# Santa Marta

## Day 11

A transfer will pick you up in the morning at the hotel to take you to the wonderful Tayrona National Park.

- **Tayrona National Park:** Is a large protected area covering the foothills of the Sierra Nevada de Santa Marta as they meet the Caribbean coast. It's known for its palm-shaded coves, coastal lagoons, rainforest and rich biodiversity. At its heart, the "Pueblito" ruins are an archaeological site accessed via forest trails, with terraces and structures built by the Tayrona civilization.

You'll dive into the crystal-clear waters of the Caribbean Sea and explore the incomparable beauty of Tayrona National Park on a day trip from Santa Marta. Declared one of the most picturesque national parks in Colombia, Tayrona demands attention with its diverse fauna and spectacular scenery. You'll walk through the extensive park with an experienced guide, observing the land and the sea of monkeys, dolphins and condors. You'll swim under the glistening surface of a natural pool and enjoy a traditional Colombian lunch, and then you'll have time to relax on its famous beaches.

You'll return to the hotel at the end of the afternoon, for dinner and rest.

**Hotel:** [Villa María](#)

**Link:** <http://kalihotels.com/villa-maria-tayrona/>



# Day 12

## Santa Marta

In the morning a transfer will pick you up at the hotel (6:00 am) to take you to the El Dorado Lodge. It will be a trip of approximately two hours to this beautiful place.

**El Dorado Lodge:** It has a high number of endemic species of birds and amphibians threatened with extinction, it is also one of the main forested redoubts of the Sierra Nevada, habitat of the Santa Marta Parakeet (*Pyrrhura viridicata*).

Upon arrival you will have bird watching in the tropical foothills of the Sierra Nevada de Santa Marta where you can see the almost endemic Golden-winged Sparrow, Keel-billed Toucan, Motmote de zorzales, Blue-bellied Trogon, Blue-headed parrot, Hermit Pale and Hermit, Black Throat Mango, Aracari with collar and the elusive but beautiful Tanager Rosy-thrush. Bird to the El Dorado Lodge, stopping at a local farm to look for the recently divided Santa Marta Blossomcrown.

You'll have lunch in El Dorado Lodge.

In the Afternoon you'll have bird watching around the lodge, looking for local targets such as White-tailed Starfrontlet, Sierra Brush-Finch, Black-fronted Wood-Quail, sub-specie of Blue-naped Chlorophonia and many others.

You'll return to El Dorado Lodge at the end of the afternoon, for dinner and rest.



**Hotel:** El Dorado Lodge  
**Link:** <http://conservation.co/co/visit-us/>

# Santa Marta

## Day 13

Morning drive up to the Cuchilla de San Lorenzo to look for the majority of the Sierra Nevada de Santa Marta's astonishing 21 endemic species, including Santa Marta Antpitta, Santa Marta Parakeet, Santa Marta Bush-Tyrant, Santa Marta Mountain-Tanager, Yellow-crowned Whitestart, Sharp-shinned Hawk. Time to observe some endemic plant life and wax palms that dominate this Andean forest.

You'll have lunch at El Dorado Lodge.

Optional afternoon birding around El Dorado Lodge, looking for White-tipped Quetzal, Santa Marta Foliage-gleaner, Santa Marta Tapaculo, Streaked Spinetail amongst others.

You'll return to El Dorado Lodge at the end of the afternoon, for dinner and rest.



Hotel: [El Dorado Lodge](#)  
Link: <http://conservation.co/co/visit-us/>



## Day 14

### Back home

The final day of this wonderful adventure is here. Is time to go home and say goodbye to all those marvelous places that now will be forever in your heart.

Depending of your flight, a transfer will take you to the Santa Marta airport.

Say goodbye to Colombia...

The Colombian Project will do the best to ensure that the entire experience on this trip is extraordinary. We invite you to discover with us, the breathtaking beauty of Colombia, a place that will surely make you fall in love.





# **-Treasure in the jungle-**

## **The Lost City Trek**

Are you searching for a different adventure in Colombia? Do you want to connect with the earth, with the past and with yourself? The Colombian Project has the perfect plan for you in the Lost City.

Get lost in a hidden place, a city that has been kept as a treasure, as a symbol and legacy of a millenary culture. You will witness ancient traditions, you will have the experience to challenge yourself, to open your eyes and mind to different and wonderful things and also to discover a bit more about the beautiful country that Colombia is. Are you ready?

Get lost to find yourself. Get lost to learn. Get lost to connect with earth.

Let's discover Colombia.



A Lost City In the middle of the jungle...

A magical experience...



...To connect with things that our eyes cannot see.

# Detailed Itinerary

## Bogotá

### Day 1

Before embarking on your adventure to the Lost City, you'll spend a couple of days in Bogotá so that you can get to know this beautiful city.

- **Bogotá:** Is the capital and largest city of Colombia administered as the Capital District. The city is in the center of Colombia, on a high plateau known as the Bogotá savanna, part of the Altiplano Cundiboyacense located in the Eastern Cordillera of the Andes. It's the third-highest capital in South America, at an average of 2,640 meters (8,660 ft) above sea level. Bogotá It's the political, economic, administrative, industrial, artistic, cultural, and sports center of the country.

A transfer will take you to your hotel and depending on your flight time you'll visit:

- **Gold Museum:** The museum contains the largest collection of pre-Columbian gold artifacts in the world in its exhibition.
- **The Bolívar Square:** Is the main square of the Colombian capital, is in the heart of the historical area of the city and hosts a statue of Simón Bolívar, sculpted in 1846 by the Italian Pietro Tenerani, which was the first public monument in the city.

After this short visit (3 hours approx) you'll return to the hotel to rest.

**Hotel:** [B.O.G hotel](#)

**Link:** <http://www.boghotel.com/hotel/>



# Bogotá

## Day 2

Today is the day you'll get to know a bit more the beautiful city of Bogotá. A guide will pick you up at the hotel in the morning. In the morning you'll visit:

- **Paloquemao market:** Bogotá's largest food market, which is open every day and supplies the ingredients for the vast majority of the city's best restaurants. Walk through the market and try the local food.

At noon the guide can recommend some restaurants where you can try our delicious typical food.

In the afternoon, the guide will take you to a city tour, you'll know these beautiful places:

- **National Museum:** Is the oldest in the country, the museum houses a collection of over 20,000 pieces including works of art and objects representing different national history periods.
- **Botero Museum:** The museum houses one of Latin America's most important international art collections.
- **La Candelaria:** A historic neighborhood in the city's downtown. The architecture of the old houses, churches and buildings has Spanish Colonial, Baroque and art deco styles.
- **Monserate:** A mountain that dominates the center of the city of Bogotá rises to 3,152 meters above sea level. You'll have a spectacular view of the sunset, you can eat something in the coffee shops and buy souvenirs.



Hotel: [B.O.G hotel](#)

Link: <http://www.boghotel.com/hotel/>

## Day 3

# Santa Marta

A transfer will pick you up at the hotel in the morning (8:00 am) to take a flight to Santa Marta. Your flight will depart approximately at 10:20 am. and you'll arrive at Santa Marta at 12:00 pm.

Welcome to the Caribbean...

- **Santa Marta:** The Caribbean Sea and snow make Santa Marta a difficult place to forget. The city is located on the shores of the Bay of Santa Marta on the Caribbean Sea, in the foothills of the Sierra Nevada, whose peaks can be seen on clear days from the beach.

In the afternoon you'll have a city tour where you'll know places like:

- **Quinta de San Pedro Alejandrino:** Is a farm built in the 17th century, famous for being the death place of Simón Bolívar. At that time, the estate produced rum, honey and panela.
- **Historical Center:** Here you can make a walking tour enjoying the beautiful architecture of Santa Marta, you can also visit the cathedral, this was the first basilica built in South America and its construction dates back to 1765.
- **Rodarero:** Finally, you'll visit the Rodadero, a beach to swim with an energetic night scene in the bars and restaurants of the surroundings. Here you can dine in a restaurant recommended by the guide.

After this visit (4 hours approx) you'll return to the hotel to rest. Get prepared, because the adventure is just starting.

**Hotel:** [Villa María](#)

**Link:** <http://kalihotels.com/villa-maria-tayrona/>



## Lost city- Day 1: Entering the Sierra Nevada

### Day 4

- **The Lost City:** Is the archaeological site of an ancient city in Colombia's Sierra Nevada. It is believed to have been founded about 800 CE, some 650 years earlier than Machu Picchu. This location is also known as Teyuna and Buritaca.

A transport will pick you up at the hotel (7:00 a.m.) and will take you to the sector of La Aguacatera, there you'll be waiting for a 4 × 4 vehicle that will take you to the area of El Mamey (Machete Pelao), where you'll have lunch. This road trip lasts approximately two hours.

From Machete Pelao, you'll start a 7.6 km hike to the first camp, called the Cabaña de Adán (peasant community). This first day of hiking lasts approximately 5 hours, during which there will be breaks and you can even take a refreshing swim in a river of crystal clear water that descend from the amazing Sierra Nevada. Don't worry about the duration of the walk, you'll go at your own pace.

At night, you'll take dinner and listen to the indigenous guide tell stories and customs of their community and the region. Such a wonderful experience.



### Campsite

## Lost city- Day 2: At the feet of Teyuna

### Day 5

After having breakfast, you'll start a walk of approximately 10 hours. Halfway, you'll visit the indigenous community of Mutanzhi and finally you'll arrive at Paraíso Teyuna, an indigenous community where you'll spend the night. Tonight's accommodation is at an altitude of 830 meters above sea level, at the foot of Teizhuna (Teyuna), the sacred city of the Tayronas.

Throughout the tour you'll appreciate the fauna and flora of the Sierra Nevada de Santa Marta, a biodiversity reserve, proclaimed in 1979 by Unesco as a Biosphere Reserve and World Heritage, and you will enjoy crystal clear waters and listen to stories indigenous people who facilitate the interpretation of this sacred territory.



### Campsite



## Lost city- Day 3: Teyuna, The Lost City

### Day 6

After breakfast, you'll start the road to the Lost City. To reach the vestiges of this sacred city, you must climb 1200 steps built by the Tayronas, ancient inhabitants of the Sierra.

After about an hour you'll arrive at Teyuna, the Lost City. A trip that became a personal challenge is now a dream come true. A stone city that springs up like a miracle in the middle of the jungle. You'll have time to contemplate the stone paths that lead to the circular terraces that characterize the Tayrona architecture. On the main terrace you can see the huge tagua palms, more than one hundred meters high, and the bird nests, like the orioles, that hang from them.

In Teyuna, the Mamo (indigenous spiritual leader) will tell you the sacred stories and give you advices for life. It will be a perfect opportunity to thank Mother Earth for this wonderful place that welcomes you to recharge your energy.

Around 11 am, you'll descend to the Teyuna Paradise, to have lunch and start the trek to Mumake, camp where you'll spend the night.



### Campsite

## Lost city- Day 4: Say goodbye to the Sierra

### Day 7

In the morning hours, and after having breakfast, you'll continue the descent, until you reach El Mamey. During this last tour, you'll have the opportunity to say goodbye to the Sierra Nevada, a group of mountains that are born in the Caribbean Sea and are crowned in the snow, at 5,775 meters high; crystal clear rivers, splendidly plumaged birds are documented more than 500 species and lush forests.

Arriving at El Mamey you'll have lunch, then you'll be picked up by the vehicle that will take you to the sector of La Aguacatera to take the car that will take you back to Santa Marta, around 4 pm approximately.

You'll return to the hotel for dinner and rest.



Hotel: [Villa María](#)

Link: <http://kalihotels.com/villa-maria-tayrona/>

## Day 8

# Santa Marta & Cartagena

After this great adventure in the Lost City, we'll take you to have a few days of rest in the beautiful city of Cartagena.

The morning will be free in Santa Marta, you can rest at the hotel or spend a fun morning on the beach.

After lunch at the hotel, a transfer will pick you up to take you to Cartagena, to arrive in this new city it'll take approximately four hours.

Welcome to Cartagena...

- **Cartagena:** Is a beautiful fishing town on the Caribbean coast of Colombia, has excellent beaches, a historic old town (that's entirely walkable) and a beautiful colonial architecture.

After check-in at the hotel, you can go on a short walk through the town, you can dine at a restaurant too and then go to rest.

Hotel: [Quadrifolio](#)

Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)



# Cartagena

## Day 9

On this day you'll know the beauty of Cartagena, you'll make a city tour where you can visit these wonderful places:

- **Saint Philip Castle:** Is a fortress in the city of Cartagena. The castle is located on the Hill of San Lázaro in a strategic location. It was built by the Spanish during the colonial era. The construction began in the year 1536.
- **The Monument to the Old Shoes:** Also known as "The old boots" is a realistic sculpture representing a pair of worn boots of great size. is a tribute to Luis Carlos López, one of the greatest poets of Cartagena.
- **Cerro de La Popa:** Is the highest geographical feature of the city of Cartagena de Indias. The Spaniards who discovered it in 1510 imagined seeing a huge galley that jutted out of the sea, for what they called Cerro de la Galera, and to the top, La Popa de la Galera.

You can have lunch in the historic center, the guide will recommend the best restaurants.

After this you can walk a little the city on foot, visit the beautiful churches that Cartagena has or visit its beaches.

At night you'll have a night tour in a beautiful carriage. You'll be picked up at the hotel to take a tour of the modern sector of Bocagrande, you'll also go to the walled city, where you'll walk through the narrow and historic streets to reach the restaurant where you can enjoy a wonderful dinner.



Hotel: [Quadrifolio](#)

Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Day 10

## Cartagena

A transfer will pick you up in the morning at the hotel to take you to the Bazarro Market.

- **Bazarro Market:** Here you can walk through hundreds of stalls with products from around the world, jewelry, crafts and authentic flavors of local cuisine.

Time to have lunch, the guide can recommend a good restaurant.

The Afternoon will be free, you can rest at the hotel or go shopping.

- **Shopping in Cartagena:** Cartagena offers many options for buyers, from boutiques and street markets to department stores and large shopping centers. You can buy handicrafts at street markets or explore the stunning beachwear at local boutiques.

You'll return to the hotel at the end of the afternoon, for dinner and rest.



**Hotel:** [Quadrifolio](#)

**Link:** [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

# Rosario Islands

## Day 11

On this day you'll have your last tour, get ready because you'll have an unforgettable experience in the beautiful Rosario Islands.

- **The Rosario Islands:** A group of private islands off the coast of Cartagena, Colombia. Due to its beautifully intact ecosystem, the archipelago was declared a national park in 1977. The beautiful array of natural flora and fauna is sure to impress you.

Today you'll be treated to a deluxe cruise around the Rosario Island, a board this boat you'll visit 3 beaches, in some top-secret locations that the day-tripper crowd have not heard about (nor are they likely to). After spending some time at a private property you'll be taken back to Cartagena to enjoy your last legendary Caribbean evening.

You'll return to the hotel for dinner and rest.



Hotel: [Quadrifolio](#)  
Link: [www.hotelquadrifolio.com/](http://www.hotelquadrifolio.com/)

## Day 12

### Back home

The final day of this wonderful adventure is here. Is time to go home and say goodbye to all those marvelous places that now will be forever in your heart.

Depending of your flight, you'll have the opportunity to do last minute purchases, give a short walk or just rest a bit.

Say goodbye to Colombia...

The Colombian Project will do the best to ensure that the entire experience on this trip is extraordinary. We invite you to discover with us, the breathtaking beauty of Colombia, a place that will surely make you fall in love.



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