



Euromonitor  
International

# Lodging (Destination) in Colombia

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

New hotel projects strengthen the appeal of Colombia as a tourist destination  
Establishing a regulatory framework for private holiday rental platforms

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Utilising technology to save costs and enhance the customer experience  
Personalisation is used to engage customers and differentiate businesses

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/lodging-destination-in-colombia/report](http://www.euromonitor.com/lodging-destination-in-colombia/report).