



**Euromonitor
International**

Booking in Colombia

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Customers increasingly choose nature and adventure destinations in Colombia
Movements in the airline landscape negatively impact travel agencies

PROSPECTS AND OPPORTUNITIES

The development of secure digital environments is a priority for the forecast period
While online grows, personalised solutions continue to require agency staff

CATEGORY DATA

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Travel in Colombia - Industry Overview

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