



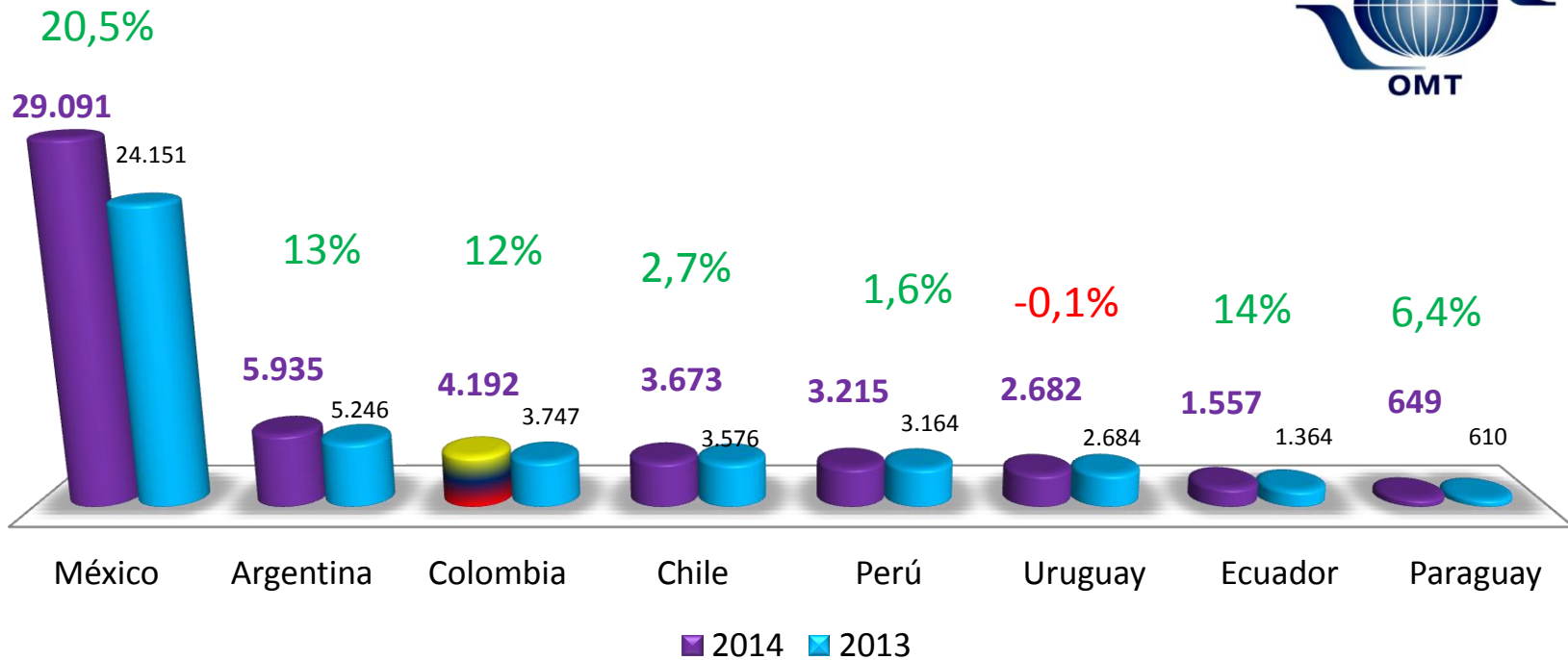
**anato**  
Asociación Colombiana de  
Agencias de Viajes y Turismo

*“The South American  
perspective on the IATA  
programme”*

**PAULA CORTÉS CALLE**  
*President*

*Bilbao - November 5, 2015*

# International Tourist Arrivals 2013 - 2014



\* Colombia Included borders

## 2014 world

1.133 million of international tourist arrivals -  
increased by 4.3% in 2014

# Latin American Forum of Tourism



11 Latin American countries, representing approximately to 32.500 Travel Agencies.



Created in 2012



It represents 90% of the intermediation and marketing industry.



**Main objective:** To promote and ensure the development of the distribution channel of the tourism industry to encourage instances of fair competition and transparency.



CAPITULO PICHINCHA

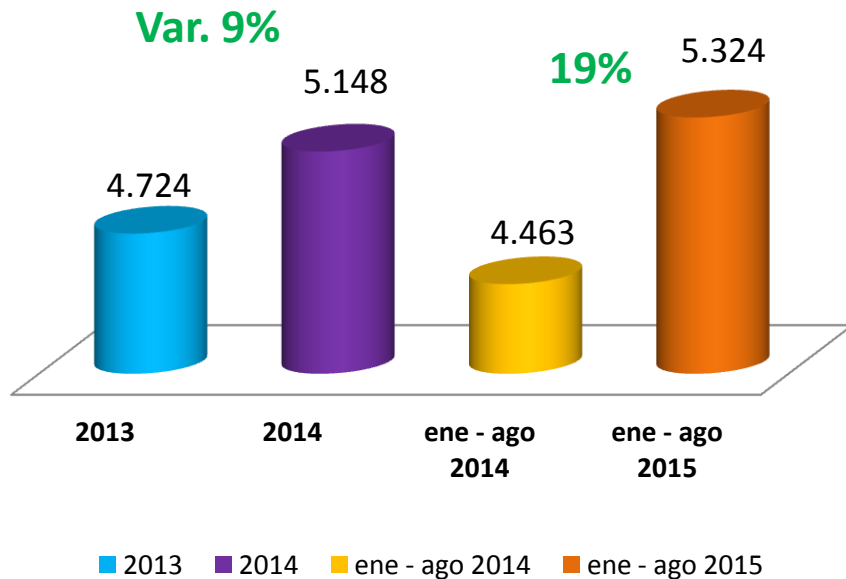


**GMA**

Grupo Mexicano de Asociaciones de Agentes de Viajes



## Travel Agencies with RNT (National Register of Tourism) in Colombia



ANATO WAS  
FOUNDED IN  
1949. IS THE  
OLDEST  
ORGANIZATION OF  
TOURISM IN  
COLOMBIA.

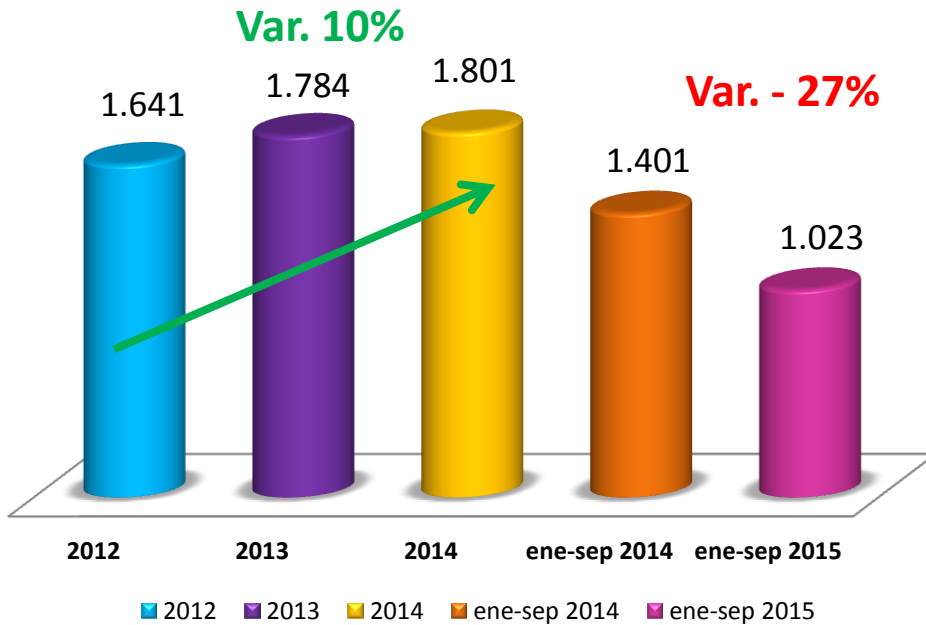
IT HAS MORE  
THAN **600**  
ASSOCIATED  
AGENCIES.

THE ASSOCIATED  
AGENCIES  
REPRESENT **74%**  
OF SALES OF  
TRAVEL AGENCIES  
THROUGHOUT  
THE COUNTRY.

WE WORK  
TOGETHER WITH  
**GOVERNMENT,**  
**OTHER GUILDS**  
**AND NATIONAL**  
**AND**  
**INTERNATIONAL**  
**PRIVATE SECTOR.**

# Sales of domestic and international tickets of Travel Agencies in Colombia

millions of dollars



Increase of **2.6%** for tickets issued in Jan - Sep 2015

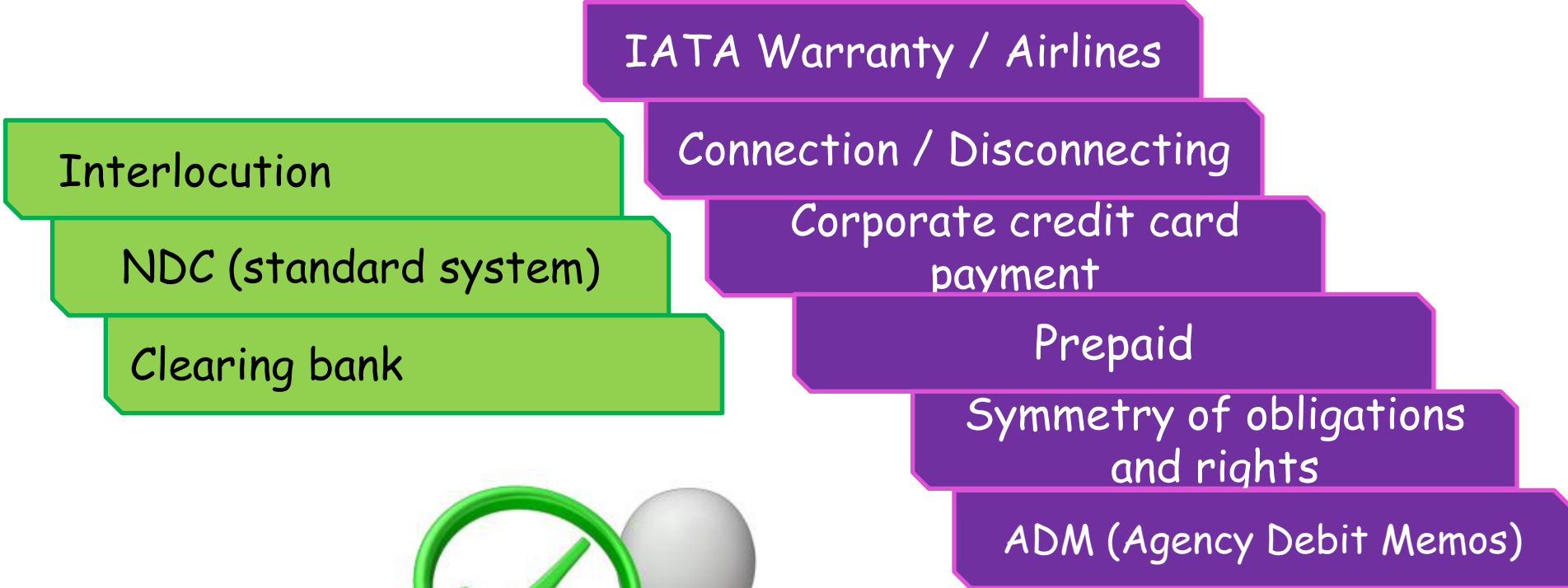
## 563 Code IATA of Travel Agencies in Colombia (January-October 2015)

# Perspective on the IATA programme

APJC



# Perspective on the IATA programme



# ¡Thank you!

***PAULA CORTÉS CALLE***  
*President*  
*presidencia@anato.org*



Anato Nacional



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ANATO Colombia