



**“The only risk is wanting to stay”
COLOMBIA.TRAVEL**

Earlier this year, Proexport, the official tourism promotion organization for Colombia, launched its new Internet portal, [Colombia.travel](http://www.colombia.travel). Seeing the inherent impact that .travel has as a marketing tool for the world tourism industry, it was a logical choice for Proexport. “Our goal is to raise the profile of Colombia as a world tourism destination,” commented Nubia Stella Martinez, Vice President of Turismo de Proexport Colombia. “It is such a beautiful country with the only ‘risk’ in visiting being that you will want to stay and never return home.”

Since its launch, the www.Colombia.travel site receives roughly 108,000 visits a month and continues to witness these numbers rise. With interactive media, multiple languages, and fresh content, it is no wonder that the new site is so popular.



Proexport and Colombia use **.travel** in TV commercials, informative mailings, worldwide tourism fairs, posters, shirts, maps, bags, and all other marketing materials. Colombia.travel is THE Internet tool for the promotion of international tourism to Colombia.

Colombia is not the only country in South America that has adopted the **.travel** domain. Argentina.travel and TurismoChile.travel have also recently come on board to join the ranks of many other world destinations. The global list includes such high profile destinations as Cancun.travel, Egypt.travel, Utah.travel, PhiladelphiaUSA.travel, Poland.travel, ElSalvador.travel and more.

Martinez continued, “It is without a doubt that the **.travel** domain will help Colombia in being identified and stand out from the crowd in the expansive realm of travel on the Internet.”

In follow up to Martinez’ comment, it is not a difficult task for Colombia’s attractions to stand out from the crowd. Just check out Colombia.travel’s video on YouTube.

To learn more about the breathtaking beauty of the Amazon, the Carnival festivities of Barranquilla, or the Coffee Triangle, please visit www.Colombia.travel