



Euromonitor
International

Travel in Colombia

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Spirit's global exit and fuel costs reshape air travel dynamics

Upscale hotel brands attract international guests with new openings

Ecopetrol's SAF investment sparks regional sustainability partnerships

Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Price-conscious travellers to fuel demand for affordable experiences and flexible bookings

AI-powered personalisation and digital integration to reshape travel planning and service

Nature-based and wellness travel offerings to attract new demand and diversify experiences

Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Top players defend lead as digital and low-cost rivals gain ground

PRODUCTS

Cabin interiors re-engineered around lightweight materials and modular seating

Smart-room systems and sustainable building materials redefine the hotel product

Booking platforms engineer trust and personalisation into the product interface

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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