

COLOMBIA



VISITFLORIDA.COM

LANGUAGE SPOKEN: **SPANISH**

DEMOGRAPHIC PROFILE OF COUNTRY

POPULATION¹

Population **44,725,543**

INCOME DISTRIBUTION

A/B **10%**

C **46%**

D/E **44%**

TRAVEL PROFILE

VISITATION AND RANKING TO FLORIDA²

Ranked in Visitation to Florida 2011 **5**

Volume of Visitors to Florida **306 M**

% Increase YOY **13%**

TRAVEL CHARACTERISTICS²

Gateway into Florida - Direct Flights **Miami**

Seasonality **3Q and 4Q**

TRAVELERS PROFILE²

35-54 years **51.1%**

Median Age **39.7**

PLANNING²

1-30 Days **34.3%**

31-90 Days **30%**

Median Number of Days **60 days**

TOP LEISURE ACTIVITIES²

Shopping **91.9%**

Dining **76.3%**

Attractions **58.8%**

Historical **34.5%**

OVERALL NIGHTS IN DESTINATION²

Average Nights **11.1**

SPEND PER DAY²

Per Visitor / Trip	\$2,691
Per Visitor / Per Day	\$150

INFORMATION SOURCES FOR PLANNING²

Travel Professionals	49.1%
Personal Computers	37.7%

TRAVEL PURCHASES ONLINE VERSUS OFFLINE³

Gross Bookings versus Online Bookings	\$2.9MM versus \$.3MM
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DIGITAL PROFILE

INTERNET PENETRATION⁴

Internet Usage	55.9%
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SOCIAL MEDIA

Social Media Audience	12.7 Million
Hours spent on Social Networkings	8.4
Number One Social Site	Facebook

¹ Latin American Economic Outlook. United Nations, 2012

² Visa Vue, 2011

³ PhoCusWright's Latin American Online Travel Overview, 2011

⁴ Internet World Stats, August 2011