



SALES MANUAL 2019

SAT COLOMBIA



Incoming Group

Argentina - Brazil - Chile - Colombia - Ecuador - Peru - Uruguay

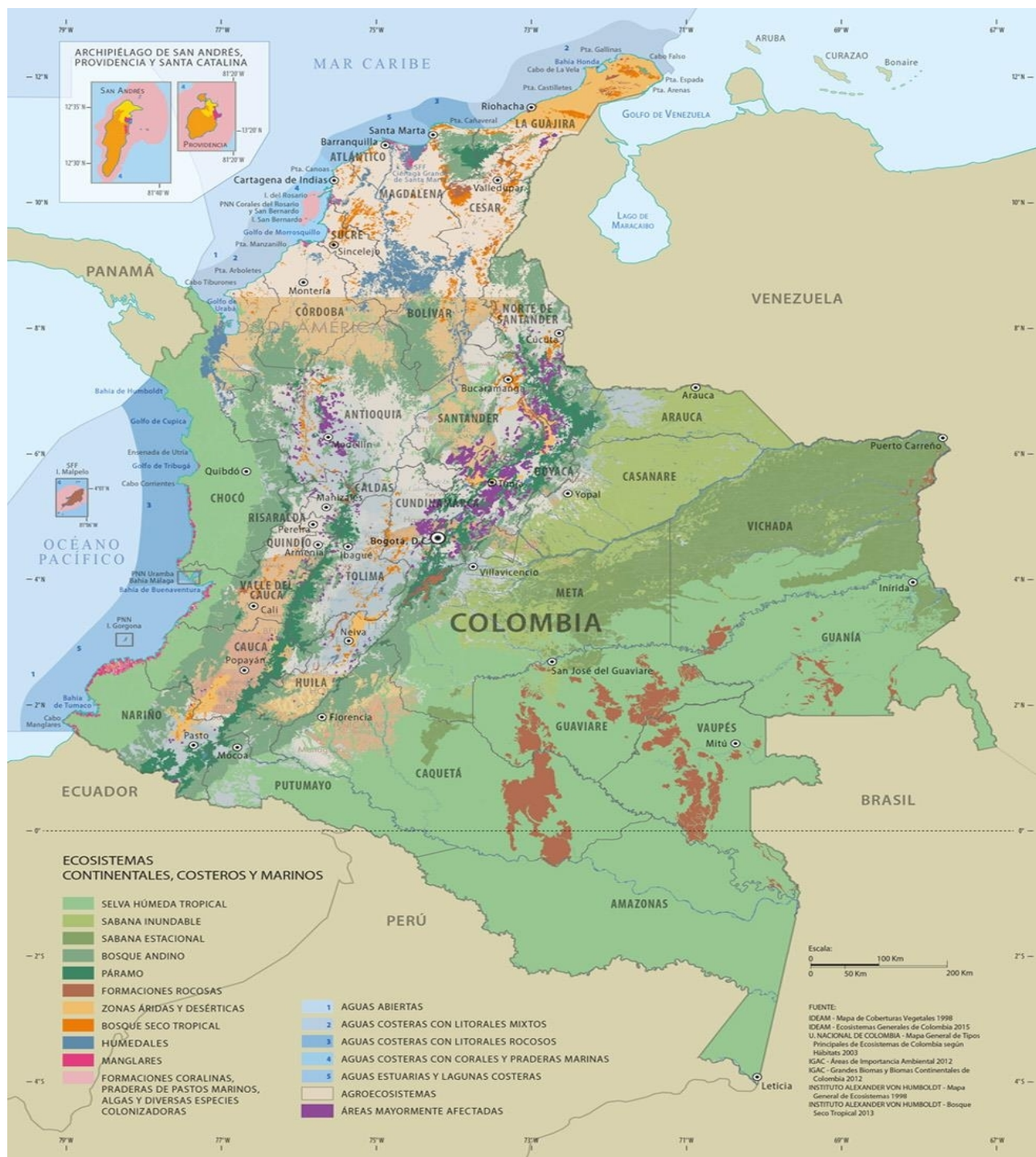


SAT Global Sales Office



SAT Sales Office North America

Map of Colombia



Colombia overview



LOCATION

Colombia covers 1.14 mio. sqkm. It borders the Caribbean to the North, Panama and the Pacific Ocean to the West, Ecuador and Peru to the South, Brazil to the Southeast and Venezuela to the East.

POPULATION

Approximately 50 million inhabitants including Pre-Colombian Natives, Europeans, Africans and Arabs, which makes Colombia a multicultural nation today.

CURRENCY

Colombian Peso

1 USD = 2,887.21 COP approx.

1 EUR = 3,456.13 COP approx.

LANGUAGE

Spanish, so called Castellano.

TIME DIFFERENCE

- 5 hours GMT

VOLTAGE

110V alternating current, it is recommendable to bring a multi-adaptor.

POLITICS AND ECONOMY

Colombia is a unitary constitutional republic comprising thirty-two departments. It is the third largest economy in South America and is rich in natural resources. Its main exports include petroleum, coal, coffee, flowers and other agricultural products, emerald and gold. The tourism sector is developing quickly and is getting more and more important for the country's economy.

PUBLIC HOLIDAYS

01. January, 06. January, Manudy Thursday & Good Friday, 01. May, Ascension, Corpus Christi, 29. June, 20. Juli, 07. August, 15. August, 12. Oktober, 1. November, 11. November, 08. December, 25. December.

OPENING HOURS

Shops are generally open from 9:00 am – 6/7:00 pm, supermarkets and shopping malls often till 8 pm or even longer, except on Mondays shops are closed or open as of 10am. Banks are open Monday to Friday from 10:00 am to 4.00 pm.

CLIMATE

Colombia has a variety of climates according to the altitudes:

Hot areas: Below 1.000 m (3.280 ft) average temperatures of 28-35°C (82-95 F). In this area are: The Pacific Region, the Caribbean islands San Andres & Providencia, Cartagena, Santa Marta, Mompox, Cali, Neiva and Leticia.

Temperate areas: Between 1.000-2.300 m (3.280-7.545 ft) average temperatures of 23-26°C (73-79°F). In this area are: Villa de Leyva, Barichara, Medellín, Pereira, Armenia, Manizales, Popayan, San Agustín.

Cool areas: Between 2.300-3.500 m (7.545-11.480 ft) average temperatures of 8-18°C (46-64°F).

In this area are: Bogotá, Zipaquirá, Tunja, Pasto, Ipiales.

Snowcapped mountains: Are found from 4.700 m (15.420 ft) up. In the mountains, temperature changes all the time: in the morning cold, at noon up to 20° C (68°F), at night very cold. Temperatures are between -18°C and +20°C (-0,4 and +68°F).

CLIMATE CHART

Bogotá	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. High °C/°F	18/65	19/66	19/67	19/66	18/65	17/64	17/64	17/64	18/65	18/65	18/65	19/66
Avg. Low °C/°F	6/43	7/45	8/47	9/48	9/48	9/48	8/47	8/47	8/47	8/47	8/47	7/45
Rainfall (mm.)	38	42	65	115	95	60	45	45	78	117	88	58

Cartagena	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. High °C/°F	29/85	29/85	30/86	30/86	31/87	31/87	31/87	31/87	31/87	30/86	30/86	30/86
Avg. Low °C/°F	24/75	24/75	25/77	25/77	26/79	26/79	26/79	26/79	26/79	26/79	26/79	24/75
Rainfall (mm.)	43	0,3	10	60	100	80	100	180	200	80	10	810

Barranquilla	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. High °C/°F	30/86	31/87	31/88	32/90	32/90	32/90	32/90	32/90	32/90	31/88	31/88	31/88
Avg. Low °C/°F	24/75	24/75	25/77	25/77	25/77	25/77	25/77	25/77	25/77	24/76	24/76	24/76
Rainfall (mm.)	10	10	15	20	87	103	54	100	140	200	80	20

Santa Marta	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. High °C/°F	31/88	31/88	26/78	32/90	32/90	32/90	32/90	31/88	31/87	31/87	31/87	31/88
Avg. Low °C/°F	24/75	24/75	24/75	27/80	27/80	27/80	27/80	27/80	26/79	26/79	26/79	24/75
Rainfall (mm.)	4	3	2	9	51	60	57	57	87	114	48	12

Medellín	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. High °C/°F	26/79	26/79	26/79	26/79	26/79	26/79	26/79	26/79	26/79	26/79	26/79	26/79
Avg. Low °C/°F	18/65	18/65	18/65	18/65	18/65	18/65	18/65	18/65	18/65	18/65	18/65	18/65
Rainfall (mm.)	5.2	5.5	8.8	11.9	13.4	8.6	8	9.7	11.3	14.7	8.9	6.1

Pereira	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. High °C/°F	27/80	27/80	27/80	27/80	27/80	27/80	27/80	27/80	25/78	25/78	25/78	25/78
Avg. Low °C/°F	16/62	16/62	16/62	16/62	16/62	16/62	16/62	16/62	16/62	16/62	16/62	16/62
Rainfall (mm.)	85.7	98.1	141.6	148.6	148.6	143.1	118.3	66.9	117.9	173.8	176	129.5

Armenia	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. High °C/°F	28/82	28/82	28/82	28/82	28/82	28/82	28/82	28/82	28/82	28/82	28/82	28/82
Avg. Low °C/°F	16/62	16/62	16/62	16/62	16/62	16/62	16/62	16/62	16/62	16/62	16/62	16/62
Rainfall (mm.)	0.1	0.1	0.1	0.3	82.2	67	87.8	78.5	95.4	147	94.5	39.2

Cali	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. High °C/°F	29/85	29/85	29/85	28/83	28/83	28/83	29/85	29/85	29/85	27/81	27/81	27/81
Avg. Low °C/°F	19/67	19/67	19/67	19/67	19/67	19/67	19/67	19/67	19/67	19/67	19/67	19/67
Rainfall (mm.)	170	140	135	70	56	18	3	3	15	81	117	170

Popayan	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. High °C/°F	22/72	22/72	22/72	22/72	22/72	22/72	22/72	22/72	22/72	22/72	22/72	22/72
Avg. Low °C/°F	16/61	16/61	16/61	16/61	16/61	16/61	16/61	16/61	16/61	16/61	16/61	16/61
Rainfall (mm.)	203	181	122	203	166	82	49	62	124	251	331	251

Neiva	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. High °C/°F	33/91	33/91	33/91	33/91	33/91	33/91	34/93	34/93	34/93	33/91	32/89	32/89
Avg. Low °C/°F	22/72	22/72	22/72	22/72	22/72	22/72	22/72	23/73	23/73	22/72	22/72	21/70
Rainfall (mm.)	38	43	48	83	72	87	35	28	42	131	96	36

Leticia	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avg. High °C/°F	25/77	25/77	25/77	25/77	25/77	25/77	24/75	25/77	25/77	26/79	26/79	26/79
Avg. Low °C/°F	22/72	22/72	22/72	22/72	22/72	22/72	22/72	23/73	23/73	22/72	22/72	21/70
Rainfall (mm.)	350	330	340	360	270	200	170	170	220	290	300	320

BEST TRAVEL TIME

October till March, in the subtropical regions from May till September.

WHAT TO PACK

The perfect outfit depends on the destination: visitors should use regular outdoor wear, protecting against the wind and rain; visitors at the coast and the tropical regions should use summer clothes, in the temperate areas one should be prepared for the changes of temperature from day to night. In the bigger cities it is recommendable to wear more formal clothes, especially when visiting fine restaurants or events.

FLORA & FAUNA

Colombia has green hilly landscapes with numerous waterfalls and ravines as well as Paramo landscapes, volcanic mountains and desert areas. The Caribbean coastline is one of the most varied coastlines in the world: tropical rain woods, coastal mountains with lagoon landscapes. The Pacific coastline impresses by its volcanic dark sand beaches with jungle covered steep slopes. The wildlife in Colombia is as varied as its climatic regions. In the warmer areas you find all kinds of birds, a paradise for ornithologists. The Eastern Llanos is a treeless savanna that is covered with swamp grasses and sedges in the low-lying areas and with long-stemmed and carpet grasses in the drier areas. Much of the Llanos is subject to seasonal flooding. Most mammals nest in the gallery forests and feed on the grassland; among these are the anteater, jaguar, armadillo, tapir and capybara, which is the world's largest living rodent. In the Amazon area you might see pumas, monkeys, anacondas, caymans, toucans and aras.

FOOD & DRINK

The most popular dishes of Colombia's cuisine, influenced heavily by the Spanish and Indigenous populations are Ajiaco, Bandeja Paisa and Arepas.

SOUVENIRS Leather goods, craft industry (pottery, masks and cloth, wall hangings and bags) and replicas of the Gold Museum are the most liked souvenirs.

CITIES/REGIONS OF TOURISTIC INTEREST:



Bogotá: Gold Museum, Mount Monserrate and the historical part "La Candelaria"



Zipaquirá: underground Salt Cathedral



Cartagena: the walled city, National Park of the Rosario Islands, Mucura Island



Santa Marta: the National Park Tayrona and the lost city in the Sierra Nevada



Peninsula La Guajira: the Caribbean desert



Chicamocha National Park



Sierra Nevada del Cocuy National Park with over twenty-five peaks, crowned by the whitest snow



San Agustín / Tierradentro: archeological highlights



Caño Cristales / Serrania de la Macarena National Park



Medellín: Skulptures of Fernando Botero, Cathedral, Zona Rosa, botanical garden, Museo de Antioquia



Coffee Triangle: Manizales, Pereira, Armenia



Cali: the town of Salsa



Leticia: port of the Colombian, Peruvian and Brazilian Amazon

AIR TRAVEL

An extensive network of domestic routes is operated by a number of Colombian airlines. Prices are compatible with those in other countries, but high, due to large distances. Airport tax is collected at all airports, either for domestic flights or for international ones, varying according to the airport rated-level. Airport taxes for domestic flights range from around US\$ 5,00 to around US\$ 8,00 depending on the airport level and on exchange rate, payable in local currency; for international flights there is a charge of US\$ 37,00, payable either in dollars or local currency. Passports are required from international visitors for any flights inside Colombia.

Domestic flight times from/to Bogotá and main destinations in Colombia

CITY	AIRPORT CODE	ESTIMATED FLIGHT TIME	MAIN TOURIST ATTRACTION
Central region:			
BOGOTÁ	BOG	-----	Capital of Colombia. Here you meet both of the dilapidated colonial grandeur, and the seething vitality of a modern metropolis.
BUCARAMANGA	BUC	01h	Has many parks as well as a surprising colonial nugget. The historical Casa de Bolívar, the archaeological Pierda del Sol and the Museum of Modern Art.
Northern region:			
CARTAGENA	CTG	01h25min	Its colonial walled city and fortress are a UNESCO World Heritage Site. The city has the biggest cruise-ship movement in that region.
BARRANQUILLA	BAQ	01h35min	Known for its Carnival and endless Salsa nights, the biggest port city is connected with the principal river of Colombia, the Magdalena river.
SANTA MARTA	SMR	01h30min	Oldest existing city in Colombia and second oldest of South America, located between the highest peaks of the country and the Caribbean Sea.
RIOHACHA	RCH	01h35min	Desertic peninsula, inhabited by Indians of the Wayuu culture. It is mentioned in the novel One Hundred Years of Solitude, written by Gabriel García Márquez.

Southern region:			
NEIVA	NVA	01h	Due to its strategic location it became the gateway to the Tatocoa desert and the UNESCO World Heritage Sites of San Agustín and Tierradentro.
CALI	CLO	01h10min	The nicest temperatures all year round and a melting pot of past cultures, known for its fabulous nightlife and salsa events.
POPAYAN	PPN	01h35min	The well-known "white city" and the nearby Puracé National Natural Park, a geothermal wonderland of hot springs, waterfalls, and an inactive volcano.
LETICIA	LET	02h5min	Colombian jungle city, gateway to the Amazon region of Brazil, Peru and Colombia.
Western region:			

MEDELLÍN	MDE	01h	Second largest city, the Flowerparade and the Christmas lights, the Museum of Antioquia and the Sculpture Park of Botero are a few highlights of this city.
PEREIRA	PEI	01h10min	Located in a small valley that descends from a part of the western Andes mountain chain. A strategic location in the coffee producing area.
ARMENIA	AXM	01h5min	The city was recognized as the most influential city in South America due to its large variety of flowers and coffee.