

Actitud
MEDELLÍN

- Colombia -



Ciudades Bajas en Carbono | Low Carbon
Cities

MEDELLÍN

Medellín is a city full of surprises, experiences and unique characteristics that today, make it a world reference. It's a place that re invents itself and reflects it in its culture.

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CITY OF ETERNAL SPRING

**MODEL OF TRANSFORMATION AND
SOCIAL INNOVATION**

**A PLACE WHERE YOU CAN FIND
EVERYTHING YOU NEED TO ENJOY
YOUR STAY**

**ITS THE PERFECT CITY FOR THE
MEETINGS INDUSTRY**



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1,475 M.S.N.M
M.A.S.L

2 ciudad más importante y
3 más visitada de Colombia

2nd most important and 3rd
most visited city in Colombia

382 Km²
de extensión territorial
In area

Population **3.750.000**

habitantes en el Área Metropolitana del
Valle de Aburrá

Inhabitans in Aburra Valley

8% del PIB nacional se
genera en Medellín

Of the domestic GDP is generated in
Medellin

Air Conectivity



Airports:

Aeropuerto Internacional José María
Córdova y Aeropuerto Nacional
Enrique Olaya Herrera

Jose Maria Cordova International Airport
and Enrique Olaya Herrera National Airport

12 International routes
Curazao, Fort Lauderdale, Lima, Madrid,
México D.F, Miami, Panamá, Quito, San
Salvador, Nueva York, Aruba y Valencia

20 National Routes

Transportation system



Sistema Integrado de Transporte Público: Metro, Metrocable, Metroplús, EnCida y próximamente Tranvía

Integrated Public Transportation System: Metro, Metrocable, Metroplus, Encida and soon, tranway

Unidades de taxi en circulación dentro del Valle de Aburrá **19.500**

Taxis in circulation within the Abura Valley



Temperature

24°C de temperatura promedio

75.2°F Average temperture

Conocida como la ciudad de la eterna primavera

Known as the city of eternal spring

Language

Español
Spanish



Electricity
110 Voltios
Volts



+100 hoteles
hotels

Poblado, Laureles—Estadio y Centro

Poblado, Laureles—Estadio, and Centro

5.600
habitaciones
rooms

9.200
camas
beds

Currency



Peso Colombiano (COP)
Colombian Peso (COP)

No hay restricción de nacionalidad para ingresar a Colombia. Viajes inferiores a 90 días no requieren visa.

There is no restriction on nationality to enter Colombia. Trips below 90 days do not require a visa

Visa





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IT'S THE ONLY CITY IN COLOMBIA

WITH AN INTEGRATED TRANSPORTATION SYSTEM

**METRO – METROCABLE – METROPLUS – BUSES –
BICYCLES – TRAM (OCT 2015)**

CAPITAL OF ANTIOQUIA

**ITS THE SECOND MOST IMPORTANT CITY
IN COLOMBIA**

8%

**OF THE COLOMBIAN GDP IS
GENERATED IN MEDELLÍN**

THIRD MOST VISITED CITY IN COLOMBIA

AIRPORTS:

JOSÉ MARÍA CÓRDOVA (International)
OLAYA HERRERA (National)

12 INTERNATIONAL ROUTES:

Curazao, Fort Lauderdale, Lima, Madrid, México D.F,
Miami, Panamá, Quito, San Salvador, New York, Aruba,
Valencia.

20 NATIONAL ROUTES



12% GROWTH
COMPARED TO 2014



VISITORS IN 2014:

549.455

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24°C

AVERAGE TEMPERATURE

BECAUSE OF ITS CLIMATE

BECAUSE OF THE WARMTH OF ITS PEOPLE

BECAUSE OF ITS GREAT SERVICE

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BECAUSE OF ITS TRANSFORMATION

MEDELLÍN, INNOVATIVE CITY

According to the Citi Group, The Urban Land Institute and The Wall Street Journal, Medellín was the winner competing with cities such as Tel Aviv and New York.

SOCIAL METAMORPHOSIS

- Transformation of public spaces
- Social investment

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BECAUSE OF ITS **TRANSFORMATION**

- Library Parks
- Integrated Transportation System
- Electric stairs
- Empresas Públicas de Medellín
- Atanasio Girardot Sporting Complex
- Parque del Río Project
- Ruta N

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BECAUSE OF ITS MEETINGS INDUSTRY AND TOURISM

SCENERIES:

- Plaza mayor
- Ruta N
- Metropolitan Theater
- Botanical Garden
- Orquideorama
- Museo de Antioquia
- Museo de Arte Moderno de Medellín MAMM
- Intercontinental Hotel
- Planetarium
- Explora Park
- Atanasio Girardot Sporting Complex
- Arví Park

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MAJOR EVENTS:

- **Global Entrepreneurship Congress (2016)**
- **General Assembly for the World Tourism Organization (2015)**
- **Master Swimming Pan-American Championship (2015)**
- **55th Board of Governors Meeting of the Central American Bank for Economic Integration CABEI – 2015**
- **8th TCI Latin American Cluster Conference - 2015.**
- **World Urban Forum (2014)**
- **XIX Ibero-American Congress for Plastic and Reconstructive Surgery FILACP – 2012**
- **General Assembly LUCI (Lighting Urban Community International) Association – 2012**
- **FIFA World Cup Sub20 - 2011.**
- **South American Games – 2010**
- **50th Annual Meeting of Governors of the Inter-American Development Bank (IDB) - 2009.**



BECAUSE OF ITS **BUSINESS TOURISM**

EXTENSIVE RANGE OF HOTELS

Three main areas: Poblado, Centro and Laureles

More than **5.600 rooms and 9.100 beds**

New Projects 2016

City Express Plus – Q3

Hampton By Hilton – Q4

Courtyard By Marriott – Q4

Aprox 600 rooms total

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**BECAUSE OF ITS MODERN
INFRASTRUCTURE AND QUALITY
SERVICES**

ORGANIZED AND MODERN CITY

**VENUES FOR ALL KIND OF EVENTS
THAT COMBINE TRADITIONAL AND
MODERN ARCHITECTURE**



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BECAUSE OF ITS **EXPERIENCES**

BOTERO

- Medellín, the birth city for the Maestro Fernando Botero
- His work shows different sides of Medellín
- **FROM BOTERO TO MEDELLÍN**

Plaza de las Esculturas Fernando Botero / Museo de Antioquia / Parque San Antonio / Parque Berrío / San Cristóbal

- He was a great contributor in the transformation process of the city

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BECAUSE OF ITS
EXPERIENCES

SHOPPING

- Shopping Malls
- Open districts with independent designers
- Outlets
- Handcrafts



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BECAUSE OF ITS **EXPERIENCES**

GASTRONOMY

Mercados Campesinos : Organic, natural and local products can be purchased, produced by local families in the region.

Gastronomy Routes: Different zones in the city with great variety in restaurants that offer Colombian, local, International and author cuisine.

Medellín Sí Sabe: Local project created in 2012 that works with entrepreneurs and local chefs in order to support the development and internationalization of local food. The local Gastronomy route was created.

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BECAUSE OF ITS
**EXUBERANT
NATURE**

Medellín:

- Arví Park
- Cerro El Volador
- Botanical Garden Joaquín Antonio Uribe
- Cerro Nutibara (Pueblito Paisa)
- Explora Park

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Parque Arví: 1.761

Acres of **Natural reserve** in Santa Elena.

- Silletera Culture
- Santa Elena Tradition
- Arví Market
- The Indigenous history
- Arts and crafts
- Gastronomy



ANTIOQUIA

It offers **great destinations around Medellín** to relax, enjoy nature and culture, with an **extensive variety of landscapes and climates.**

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Antioquia

9 SUBREGIONES

Urabá

Occidente

Oriente

Suroeste



Sub-regions

EASTERN ANTIOQUIA



ARTS AND CRAFTS ROUTE

CERAMIC: CARMEN DE VIBORAL

WOOD: RETIRO / RIONEGRO

GUITARS: MARINILLA

FIQUE: GUARNE / SAN VICENTE

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Guatapé

RESERVOIR

- Sailing
- Kayak
- Jetski
- Boat rides
- Nautic bike
- Fishing
- Landscaping
- Canopy

PEÑOL

- Batolito antioqueño
- National Monument
- 200 m high and 700 m of perimeter
- 640 stairs to the top
- Top 2.135 meters
- Temperature 18 °C





WESTERN ANTIOQUIA

☀️: 25°C | 5500m 🌍
TEMPERATURA PROMEDIO | METROS DE ALTITUD

CULTURAL ROUTE

NATURE

El Páramo de Frontino / Natural Orchids National Park /
Paramillo

CULTURE

Santafé de Antioquia – colonial architecture / San
Jerónimo / Túnel de Occidente

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Santafé de Antioquia

First capital of Antioquia

NATURE

- Adventure Tourism
- Rafting y Paragliding
- Hiking

CULTURE

- Colonial Architecture
- Churches
- Museums
- Puente de Occidente
- Religion Tourism
- Gold and Filigrana Route
- Gastronomy
- Film Festival





SOUTH-WEST ANTIOQUIA

☀️: 22°C | 1750 
TEMPERATURA PROMEDIO METROS DE ALTITUD

NATURE (Adventure Tourism)
WATER RAPPEL / CANOPY / RAPPEL

COLOMBIAN HERITAGE TOWNS
JARDÍN / JERICÓ

COFFEE TERRITORY

More than 68.000 acres with coffee crops. Touristic activities around rural homes, traditional cuisine and coffee tastings.

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URABÁ ANTIOQUIA

☼: 28°C | 950m ↑🌐
TEMPERATURA PROMEDIO METROS DE ALTITUD

⚓ 498KM DE COSTAS

Biodiversity and several cultures

Region with great **economic and touristic** growth

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