
Pereira.
- YOUR NEXT DESTINATION -
Pereira
Convention Bureau
OFICINA DE EVENTOS DE RISARALDA


More than 10 years
PROMOTING MEETING TOURISM
IN PEREIRA AND RISARALDA
More than
150
Events Captured
and/or Supported
More than
200.000
Attendees
Throughout
Our Journey
Around USD
$400.000.000
In Economic
Spillover Over the
Past 10 Years
Source: As of December 2023. Pereira Convention Bureau

We are "Perla del Otún"

the city without doors

Risaralda ranks 5th in the 2024 Tourism Competitiveness Index

Pereira is ranked 6th in the country's meeting tourism ranking

Population: 482.483

Temperature: 21-29 C

Altitude: 1,411 meters above sea level





Occupation
hotel industry

Depto	2021	2022	Variation
Risaralda	47,6	60,2 %	+12,5
Quindío	39,9	52,7 %	+12,8
Caldas	37,5	48,7 %	+11,2

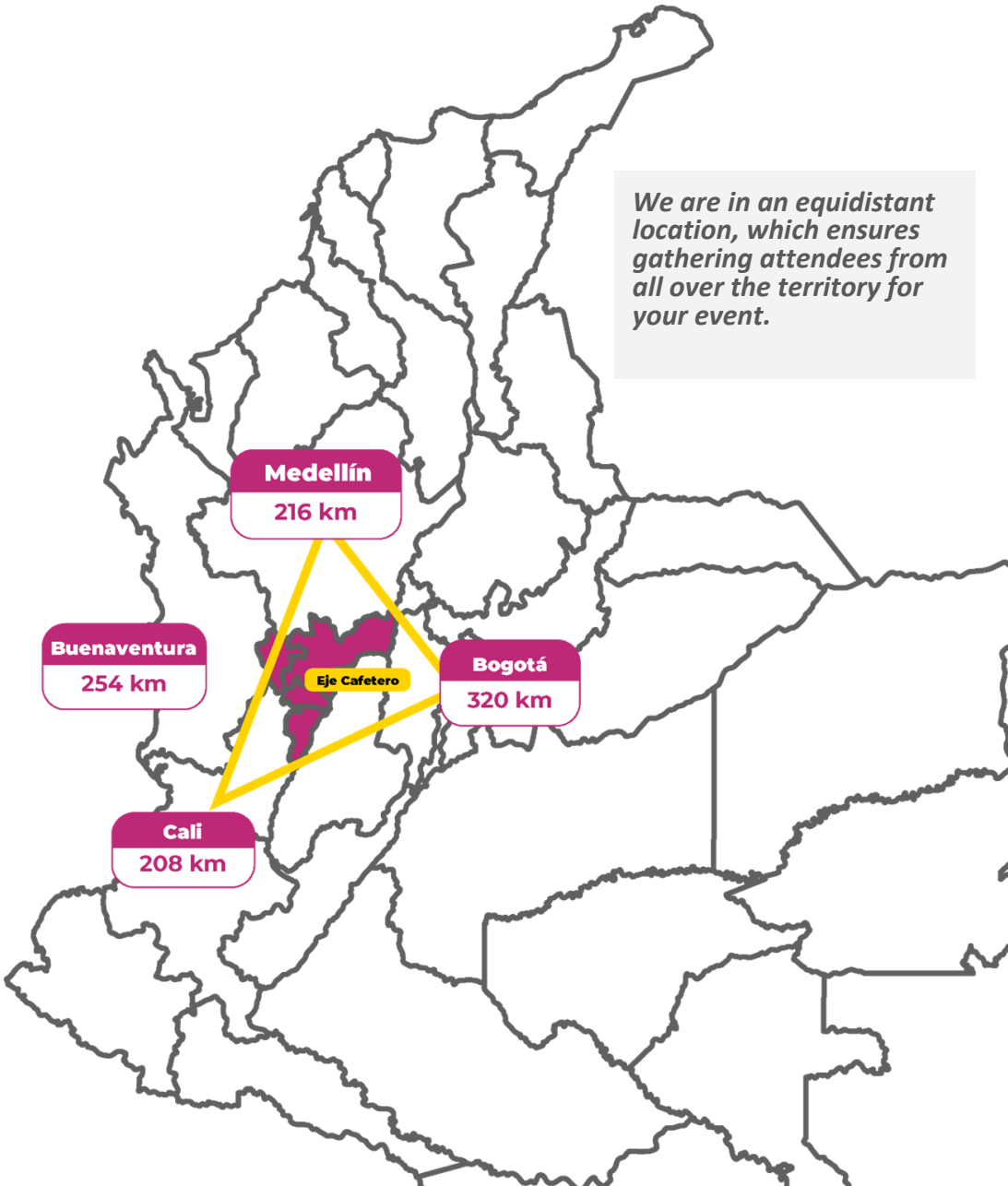
Source: Cotelco

We are the business center of the Heart of

Colombia

*We are located in the middle of the **'Golden Triangle'** formed by the country's main consumer cities: Bogotá, Medellín, and Cali.*

Within a 200 km radius, we have: 49% of the country's population and 59% of the national GDP.



We are in an equidistant location, which ensures gathering attendees from all over the territory for your event.

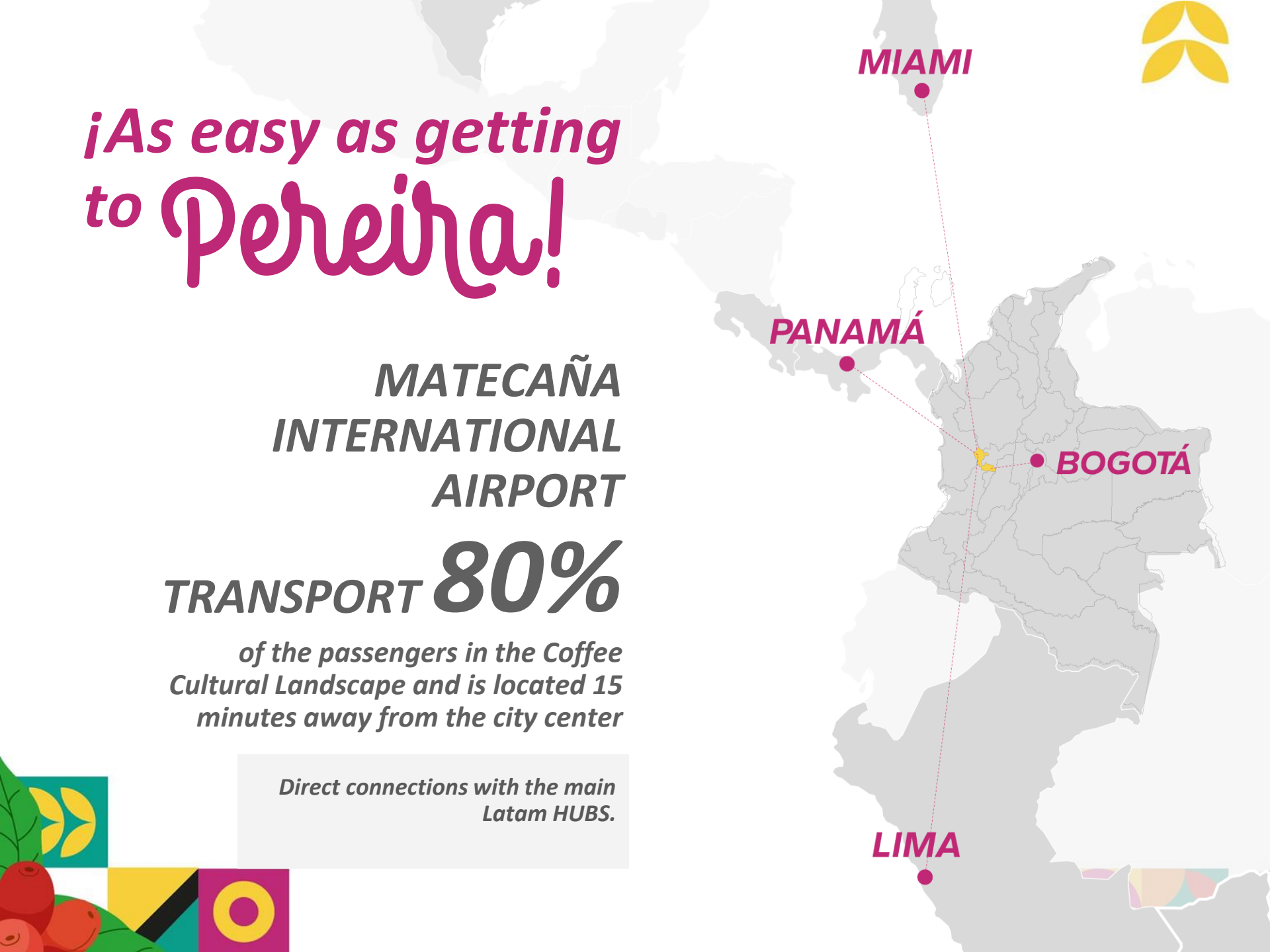
¡As easy as getting to Pereira!

MATECAÑA INTERNATIONAL AIRPORT

TRANSPORT 80%

of the passengers in the Coffee Cultural Landscape and is located 15 minutes away from the city center

Direct connections with the main Latam HUBS.



Matecaña International Airport





NATIONAL AND INTERNATIONAL FREQUENCIES



187 WEEKLY NATIONAL FREQUENCIES.

DOMESTIC DESTINATIONS

ROUTE	WEEKLY FREQUENCY
Bogotá	136
Medellín	19
Cartagena	11
Rionegro	14
Santa Marta	7
Total	187



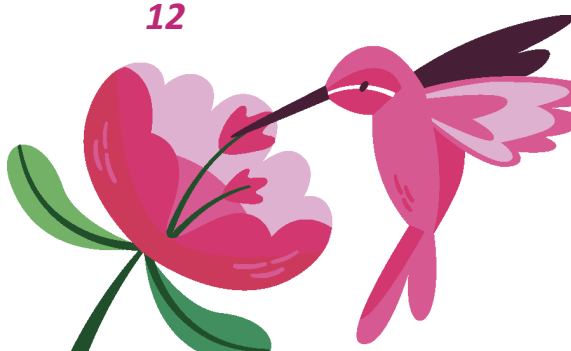
13 WEEKLY INTERNATIONAL FREQUENCIES

INTERNATIONAL DESTINATIONS

ROUTE	WEEKLY FREQUENCY
Miami	6
Panamá	6
Nueva York	By season
Total	12

Avianca LATAM wingo JetSMART clic

American Airlines Copa Airlines




Transport
SYSTEM OF Pereira
PARE

The Integrated Mass Transportation System, Megabús, *transports around 35,000 passengers annually.*
Source: DANE - ETUP 2023

The Pereira Transport Terminal *mobilizes approximately 5 million passengers annually.*
Source: CCP calculations 2022

The Megabici system has more than 100 public bicycles *at 7 stations in different parts of the city.*
Source: Pereira City Hall 2019

We have more than 3,000 easily accessible taxis *for our visitors. Source: AMCO 2019*

Cable Car - Megacable.

It has 4 stations and a length of 3.4 km. 2,525 people were transported in 2023.



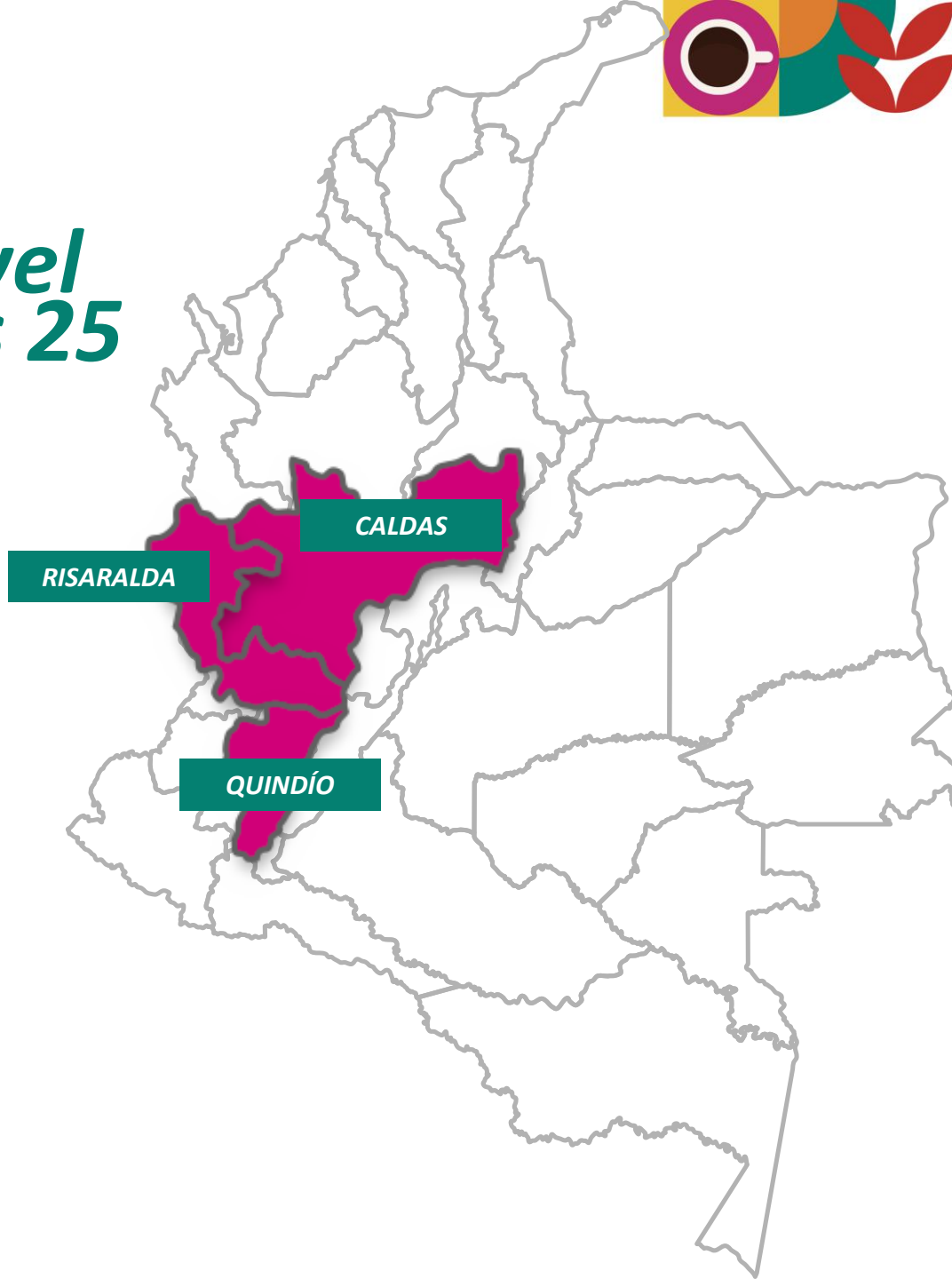

Pereira
Convention Bureau
OFICINA DE EVENTOS DE RISARALDA
We are MORE THAN Coffee
World Heritage Site by UNESCO in 2011
UNESCO
Organización de las Naciones Unidas para la Educación, la Ciencia y la Cultura
Paisaje Cultural Cafetero de Colombia inscrito en la Lista del Patrimonio Mundial en 2011
PAISAJE CULTURAL CAFETERO

The average travel time in Pereira is 25 minutes

Armenia:
60 min - 46 km

Manizales:
1 h 10 min - 53 km

Cali:
3 h 15 min - 210 km



Tourist Experiences

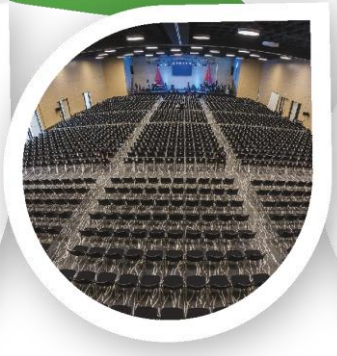




Nature Tourism

Wellness and health Tourism







Cultural Tourism

Meeting Tourism

Romance Tourism

Pereira Convention Bureau
OFICINA DE EVENTOS DE RISARALDA

INCREDIBLE Spaces FOR EVENTS ORGANIZATIONS

1 CONVENTION CENTER

- *Expofuturo*

2 HOTELS WITH CONVENTION CENTERS

- *Sonesta Hotel*
- *Movich Hotel*
- *HILTON GARDEN INN HOTEL (COMING SOON)*

3 NON-TRADITIONAL VENUES

- *Bioparque Ukumarí*
- *Finca del Café*
- *Parque Consotá*
- *Estadio Hernán Ramírez Villegas*
- *Villa Olímpica*
- *Golf Camps*
- *Social Clubes*

+100 ROOMS FOR ALL TYPES OF MEETINGS






ExpoFuturo
Centro de Convenciones de Pereira y Risaralda

36.000 M2 /

Risaralda Room: 1.352 m2 - 1.600
(people in plenary)




SUBDIVISIONS:
8.000
people in the square
(4.000m2)
150 stands
in a covered
Pavilion
(2.400 m2 x 7 m
high)
15 rooms
with a capacity
ranging from 10
to 1600 people
Hall of 600m
flexible and
easily adaptable
Parking lot for 200 vehicles
ExpoFuturo
Centro de Convenciones de Pereira y Risaralda

ExpoFuturo
Centro de Convenciones de Pereira y Risaralda

Solar System
PHOTOVOLTAIC 2023

It is built in an **area of 698 square meters**

With 232 panels, with a total installed power of **99.76 kilowatts pea**

representing 35% of the consumption of the event center





MAIN SPACES CAPACITY

MAIN SPACES CAPACITY

ROOM	AREA	HIGH	U TYPE	AUDITORIUM	CLASS ROOM	IMPERIAL	BANQUET
Pereira	2400	7	450	3000	900	NA	1300
Risaralda	1256	7,3	200	1700	720	150	700
Santuario	800	4,4	70	650	250	80	400
Marsella	89	2,6	30	50	25	30	40
La Virginia	104	2,6	40	90	50	30	60
Apía	29	2,6	15	NA	NA	14	20
Belén de Umbría	185	2,6	60	150	80	60	80
Quinchía	61	2,6	26	40	20	30	40
Mistrató	50	2,6	18	30	12	24	40
Pueblo Rico	87	2,6	35	70	40	24	60
Guática	70	2,6	15	30	30	18	30

ExpoFuturo
Centro de Convenciones de Pereira y Risaralda

Expofuturo

A place for huge events

Own Events

SHOWROOM EL GARAJE ExpoFuturo

FERIA DE COCINA ARTE & CAFÉ SABOR a MI

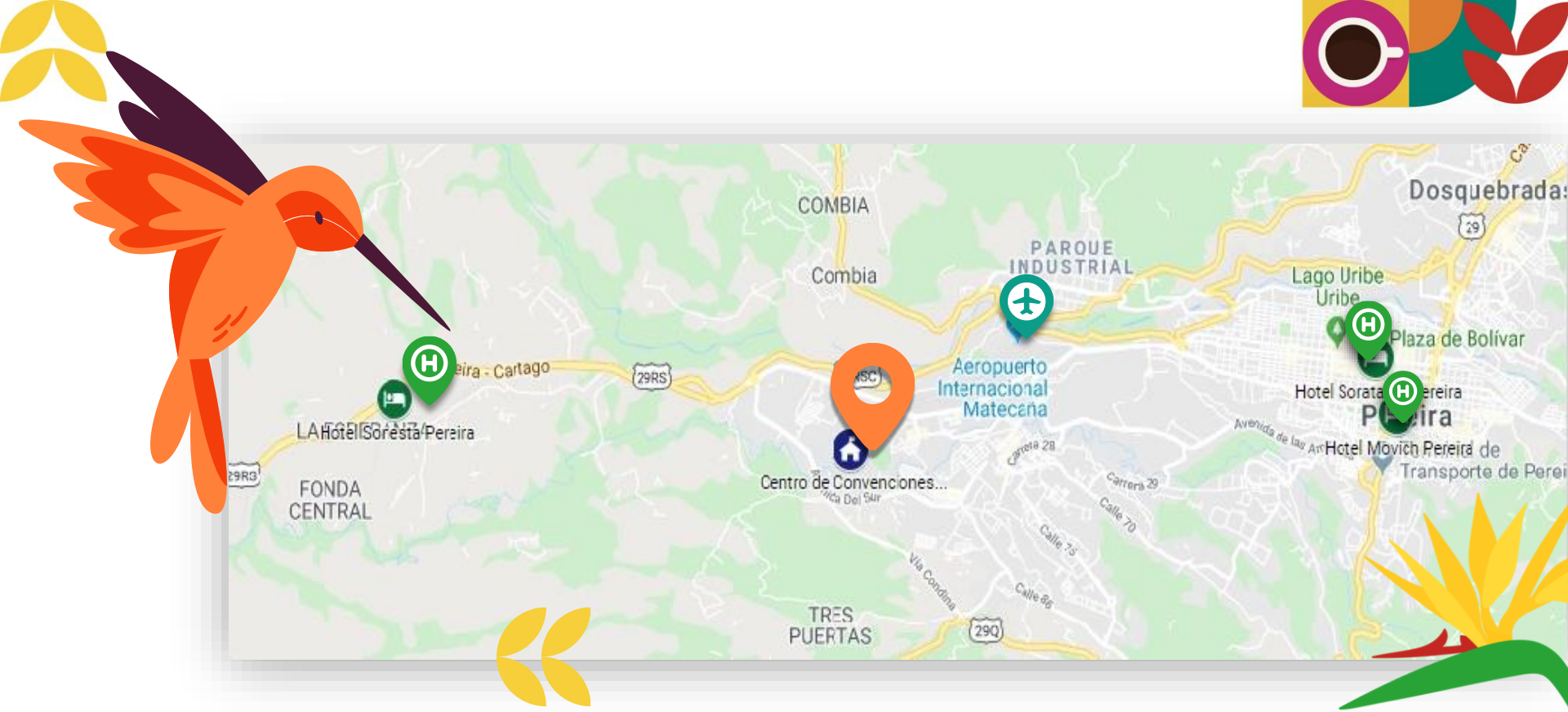
Expo Camello 2024

Paisaje, Café y Libro® Feria del libro de Pereira 2024 X VERSIÓN

External Events

111 events in the year 2023 / +200 thousand attendees





DISTANCES TO THE CONVENTION CENTER: EXPOFUTURO

PLACE		TIME
Aeropuerto	*4,6 km*	*9 minutos*
Hotel Sonesta Pereira	*8,5 km*	*11 minutos*
Hotel movich Pereira	*8,1 km*	*21 minutos*
Hotel Soratama Pereira	*9,3 km*	*26 minutos*
Hotel Abadia Plaza	*7,4 km*	*22 minutos*

Hotels

DREAMLIKE

+150 Accommodations

3646 rooms (800 from the MICE segment)

5854 beds

Boutique Hotels

Coffee Plantation Estates / Hotels

Corporate Hotels

Source: Cotelco Risaralda





Sonesta Hotel PEREIRA

Accommodation capacity: 165 rooms

SALÓN	PISO	AUDITORIO	AULA	TIPO U	COCTEL	SALÓN CON PISTA Y TARIMA	MESA REDONDA	IMPERIAL
GRAN SALÓN TAIJARA	1	700	330	120	900	350	420	NA
ANZEA	1	180	120	40	250	80	100	40
MAMBORE	1	180	120	50	315	80	140	40
MONTAURA	1	180	120	40	310	80	100	40
ANZEA Y MABORE	1	380	240	80	450	250	240	NA
MONTAURA Y MAMBORE	1	380	240	80	450	250	240	NA

SONESTA PEREIRA

Sustainability

PHOTOVOLTAIC SYSTEM

SONESTA PEREIRA

Reduces 170 tons of CO2 per year

Self-generation energy system, supplying almost 100% of energy consumption during the day.

Hand in hand with Carder, they have started an environmental reforestation program in the protected area that surrounds them, planting more than 200 trees.





Movich Hotel PEREIRA

Accommodation capacity: 202 rooms

CENTRO DE CONVENCIONES								
AFOROS			MONTAJE					
Aforo 100% según decreto 1615 de nov 30/2021			AUDITORIO	AULA	MESAS REDONDAS	U	MESA IMPERIAL
SALÓN	M2	ALTURA					
Sapán	433,74	5,30	420	230	220	70	260
Búcaro	170,68	3,00	140	65	80	40	90
Encenillo	118,08	2,25	60	40	64	30	50
Gualanday	49,22	2,50	20	16	24	0	10
Cedro	305,39	3,00	240	80	112	46	196
Guayacán	306,74	3,00	240	80	112	46	196
Ciprés	122,83	3,60	66	42	64	30	80
Caoba	99,32	3,15	60	36	56	28	80
Roble 1	42,12	2,80	25	12	16	16	15
Roble 2	40,40	2,80	25	12	16	16	15
Ejecutiva 2	47,49	2,80	24	16	24	16	15
Ejecutiva 1	37,44	2,80	10	12	8	8	10
Sala de Junta	39,00	2,90	Mesa de juntas para 10 pax				

MOVICH Pereira

Hilton Garden Inn
HOTEL

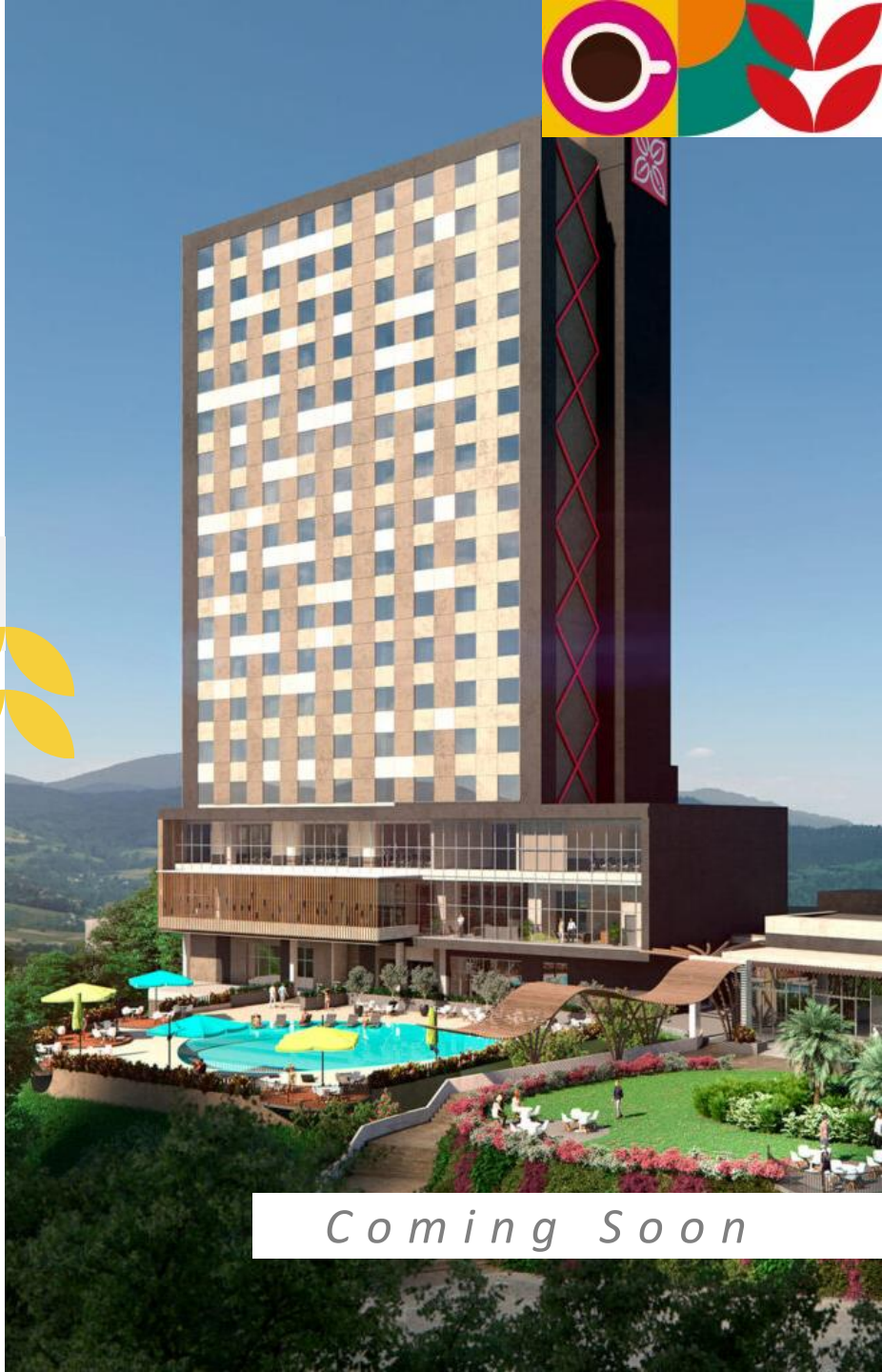
P E R E I R A

Accommodation capacity:
168 rooms

CONVENTION CENTER
450 PEOPLE

5 MEETING ROOMS
WITH CAPACITY FROM 5 TO 15 PEOPLE EACH.

GRUPO RIVERA
DESDE 1994



BOUTIQUE Hotels







COFFEE PLANTATION HOTELS









Weddings destination

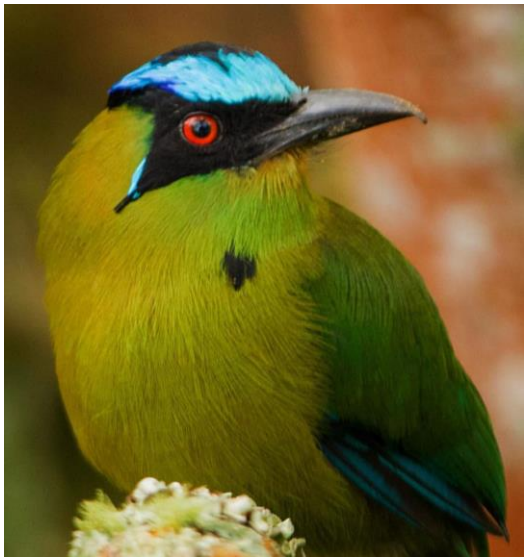






Nature
LUSH







Pereira: 310 species of birds.

Risaralda: 850 species of birds.
44% of the country's birds.

One-third of the territory of Risaralda is composed of ***National Parks and protected areas****, with visitor centers and a sanctuary for fauna and flora.*

Ukumarí
BIOPARK








Pereira
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NATIONAL NATURAL PARKS
- OTÚN LAGOON -

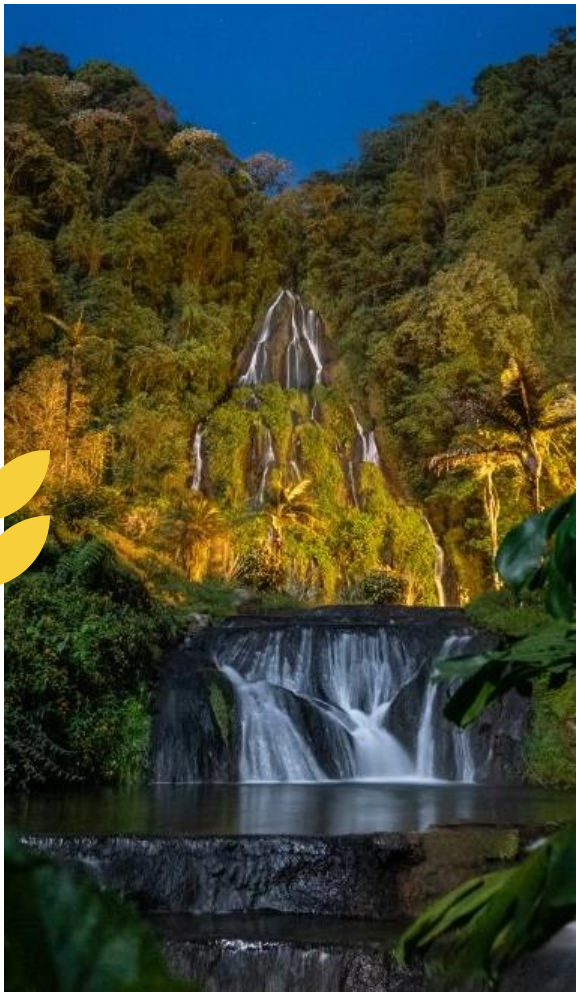

Tourism
- HEALTH AND WELLNESS -
RISARALDA
COMFORT
HEALTH
pereira
Convention Bureau
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Termales

WELLNESS AND TOURISM









SPORT EVENTS
NATIONAL GAMES





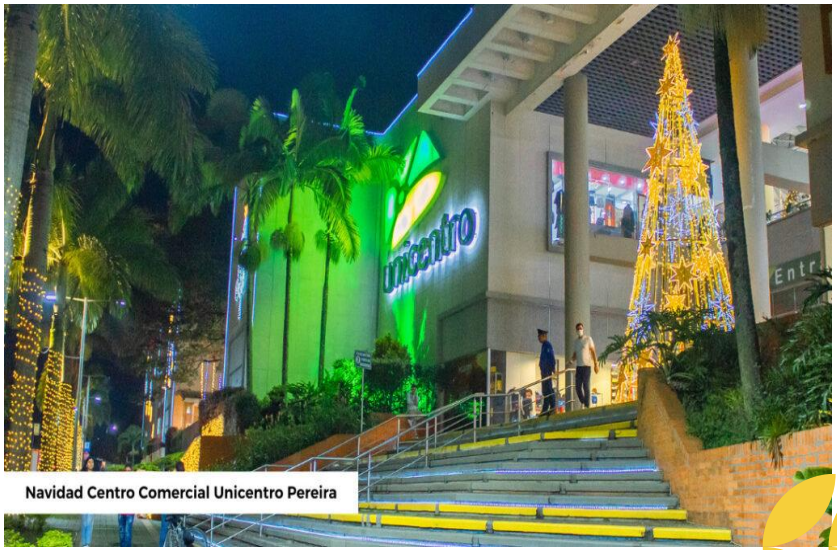






Shopping & ENTERTAINMENT





Navidad Centro Comercial Unicentro Pereira



fincadelcafé
CÍRCULO DE EXPERIENCIAS

INTERACTIVE PROCESS OF Coffee





CACAO EXPERIENCES







Trapiche, *an authentic craft, the sweet panela*







TASTING OF
EXOTIC FRUITS





Horseback Riding and Equine Show






From the Market
- TO THE TABLE -
Pereira
Convention Bureau
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EJE CAFETERO TOWNS



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