

Launch of #BritsInColombia – A little local knowledge goes a long way

The British Embassy in Colombia launches the campaign #BritsInColombia: A little local knowledge goes a long way, focusing on providing practical tips for British people who are travelling in Colombia.

This campaign comes after identifying an increase in travellers and a diversification of destinations in Colombia, due to the peace deal signed in 2016.

Colombia's migration authority estimates there are 3,500 British residents in Colombia, with approx. 4400 visitors at any one time (53,000 per year). Over the past 5 years, there has been a steady increase in the number of British tourists (according to Migracion Colombia Q1 2019 saw a 5% increase compared to Q1 2018).

The profile of our British people has also changed, with most tourists (and consular customers) in Colombia being in the 18-29 age range.

Our Ambassador Colin Martin-Reynolds CMG explained:

We think this is a good way to change perceptions of Colombia, as we believe that if British people come to Colombia and have a great time, without becoming consular cases, they will go back and spread the word creating increased opportunities for investment and cultural links. And for us, building a stronger relationship between the UK and Colombia is our main goal as an Embassy.

This campaign includes a mix of travel and security tips, through which we hope Brits will be able to learn the Colombian art of 'no dar papaya'.

See all our tips here: [Brits in Colombia – Booklet](#) (PDF, 5.23MB, 12 pages)

Also follow us in Facebook and Twitter as @UKinColombia and through the hashtag #BritsInColombia.