

Visitor Service Centre (CAV in Spanish)	
Thematic Area	Services
Sector	Hotel and tourism infrastructure
Entities/Fields	District Institute of tourism- IDT (in Spanish)
Project name	Visitor Service Centre (CAV in Spanish)
Sponsor	Private partner
National Development Plan strategy to which it points	National Development Plan Strategy to which it aims: <ol style="list-style-type: none"> 1. Productive transformation, internationalization, and climate action. 2. Productive economy through reindustrialization and bioeconomy. 3. Knowledge and innovation-based bioeconomy models. 4. Tourism in harmony with life.
Target SDGs	<ul style="list-style-type: none"> ✓ Promote inclusive and sustainable economic growth, employment, and decent work for all. ✓ Build resilient infrastructures, promote sustainable industrialization, and foster innovation. ✓ Make cities more inclusive, safe, resilient, and sustainable. ✓ Ensure sustainable consumption and production patterns.
Description of the project	<p>Purpose of the project</p> <p>Bogota, as a leading tourist destination in Colombia and the region, needs to have state-of-the-art tourism infrastructure to ensure a quality experience for tourists and visitors who come to the city and seek information on the cultural, natural, gastronomic, urban, leisure and countless other possibilities that Bogota has to offer.</p> <p>Visitor Service Centre (CAV in Spanish) and the administrative headquarters of the IDT (in Spanish), a meeting place between tourism supply and demand in the Bogota of the future, where key information is available for the enjoyment of the city using state-of-the-art technology, and where the interaction of tourists with service providers and actors related</p>



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	to the tourism value chain of our destination is promoted.
Goals	<p>General goal: To improve the positioning of Bogota as a tourist destination through the implementation of a Visitor Service Centre, which Will be a reference in Latin America.</p> <p>Specific goals:</p> <ul style="list-style-type: none"> ✓ To provide the city of Bogota with an experiential and intelligent service centre, aimed at tourist and visitors. ✓ To provide tourism service providers and community-based tourism organizations in the Bogota region with a platform for reaching out to tourists and visitors to the city. ✓ To bring citizens, tourists, and visitors closer to the institutional offer of the district institute of tourism (IDT in Spanish).
Geographical Area of Influence	Metropolitan Area of Bogota D.C
It is included in the NDP targets:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Structuring Phase	Project Structuring
Goal: (km), (panels etc.)	Constructed area of 5000 M2
It is in a protected area or in indigenous/afro-descendant territories:	Yes <input type="checkbox"/> No <input type="checkbox"/> X <input checked="" type="checkbox"/> Which _____
Duration by phases	



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	Landmark	2024	2025	2026	2027	Total
	Technical, legal, and economic feasibility study	5,00%				5,00%
	Property Acquisition	2,00%	8,00%			10,00%
	Pre-contractual stage (all the planning stage up to award)		5,00%			5,00%
	Phase I-Studies and designs with building licenses.			20,00%		20,00%
	Phase II- Foundation, structure, and facilities.			10,00%	10,00%	20,00%
	Phase III-Finishing and/ or start-up				35,00%	35,00%
	Delivery of intervention to the community				5,00%	5,00%
	Cumulative total	7,00%	13,00%	30,00%	50,00%	100,00%
Contributions	Total Value			50,000,000,000 COP (Colombian pesos)		
	National Contribution			\$		
	Contribution from territorial entities			\$		
	Private Contribution			50,000,000,000 (Colombian pesos)		
Investment opportunity	Although the structuring of the project is in the idea phase, studies and designs, adaptation and construction of the project are required, and it is intended that within the architectural program, the scope of tourist facilities will be established through the necessary infrastructure to attract different trades such as gastronomy, MICE, events, among others, for the economic development of the tourism value chain, which will allow private investment in the different offers provided by the city.					