

PEAK DMC adds Colombia, expands across Latin America

Hernán Acevedo, former chairman of ACOTUR, appointed General Manager

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PEAK DMC, the global experts in creating and delivering sustainable, local travel experiences has today announced the opening of its newest destination management company (DMC) in Bogotá, Colombia. PEAK DMC is part of Intrepid, the world's largest adventure travel company.

The investment in Colombia by the world's leading B2B experiential travel operator reflects the country's sustained tourism growth since a peace deal was signed in 2016.

The new DMC will develop and deliver sustainable itineraries and local experiences for a number of different brands and operators in response to growing customer demand for trips to Colombia.

Leading the new Bogotá office is Hernán Acevedo, General Manager of PEAK DMC in Colombia. A former chairman of ACOTUR, Colombia's responsible tourism association, Acevedo has over a decade of experience in inbound travel in Colombia and is passionate about the power of tourism to transform the lives of local communities.

"Tourism represents a huge opportunity to change Colombia's reputation by showcasing all the wonders of our country to visitors from all over the world. Colombians see tourism is a major avenue of growth, peace and prosperity," says Acevedo.

Colombia is home to a rich and unique cultural heritage, welcoming people, lively cities and pristine nature-based experiences, including national parks, wildlife, trekking and cycling. Lonely Travel named Colombia on its [2017 Best in Travel](#) list, announcing the country's arrival on the international tourism map. Since then awareness about Colombia's tourism offering has grown, with the [New York Times](#), [Forbes](#) and other leading media featuring the country on various 'hot lists'.

In turn, international arrivals have steadily increased – in 2018 Colombia welcomed some 4.3 million visitors, a 10.4 per cent increase on the previous year, according to the business consultancy [Oxford Business Group](#), quoting figures from Colombia's Ministry of Commerce, Industry and Tourism.

The Colombian government has warmly welcomed PEAK DMC's commitment to the country and its people.

"Colombia is one of Latin America's fastest-growing tourist destinations and we are excited with PEAK DMC's decision to invest in Colombia and to work closely with our communities," says Flavia Santoro Trujillo, president of ProColombia, the government entity that promotes tourism in Colombia. "ProColombia is ready to support them throughout their establishment process," she adds.

Natalie Kidd, PEAK DMC's Managing Director, is also excited about the company's move into Colombia. With a wealth of experience in the sector, having set up the company's first DMC in

Vietnam in 2005, she says: “Colombia is an incredible destination and offers so many opportunities for our style of experiential travel. We very much look forward to growing sustainable travel to this wonderful country,” says Kidd.

Colombia is the most recent addition to PEAK DMC’s Latin American portfolio – other new DMCs in the region include Santiago, Chile and Rio de Janeiro, Brazil, both of which opened in 2019. The investment in DMCs in Latin America reflects the strong demand for local, authentic travel experiences in the region.

With these three new offices, PEAK DMC now has a total of 25 DMCs across Latin America, Africa, Asia and Europe.

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Notes to editors:

Images are available to download here:

<https://intrepidgroup.bynder.com/web/25767b2ab819af0/peak-dmc-colombia-opening/>

Please credit **PEAK DMC**.

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About PEAK DMC

For more than 10 years PEAK DMC has been delivering destination management solutions for the world’s leading experiential travel brands. With 25 local Destination Management Companies (DMCs) operating across Asia, Africa, Europe and Latin America, PEAK combines local expertise with global knowledge, allowing a consistency of service delivery across more than 90 countries.

PEAK DMC is part of the Intrepid Group. For more information, visit: www.peakdmc.com

About Intrepid Group

Independently owned by the founders of Intrepid Travel, Intrepid Group is a collection of four tour operator brands and 25 destination management companies united by the vision of Changing the Way People See the World. For more than 30 years, Intrepid has been taking small groups to travel the local way, on real life experiences that give back to the places and people we visit. As this style of travel has caught on, Intrepid has grown to now offer more than 2,700 trips to more than 120 countries and on all seven continents. We cater for all ages, budgets, and appetites for adventure through Intrepid Travel, Peregrine Adventures, and Urban Adventures. Globally renowned as a leader in responsible travel, in 2018 Intrepid become the world’s largest travel business to be certified B-Corp, joining a growing community of businesses looking beyond the bottom line. Our not-for-profit, [The Intrepid Foundation](#) has raised over AUD \$9M for more than 130 charities around the world by matching traveller donations dollar-for-dollar. For further information on Intrepid or to download the company’s 2018 Integrated Annual Report, visit www.intrepidgroup.travel