

COLOMBIA TOURISM AMBASSADOR PROGRAM

PROPOSED BY PROCOLOMBIA

JUNE 2023

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COLOMBIA 



2023 1st Colombia Tourism Ambassador Recruitment

with the Embassy of Colombia



Activity Overview

- Perform a monthly Supporters Mission (5 times in total)

Supporters Mission

- Visit a travel destination or tourist attraction that fits a given theme (e.g., visit a night view attraction in Bogota, the capital, to match the theme of "Night View of the City")
- Travel services provided by local tourism organizations during sightseeing
- Upload SNS posts with hashtags given at least once a month (Instagram or YouTube, free format)

Recruitment Overview

Recruitment:

20 people in total

- 15 Instagram uploaders
- 5 YouTube uploaders



15 People



5명 People

Who Can Apply

(No gender or age restrictions)

- People who are interested in traveling and culture in Colombia and culture
- Korean nationality holders who are scheduled to stay in Colombia for more than four months (e.g., exchange students, language training, local residents, etc.)
- Who can upload Instagram or YouTube content at least once a month

Preferred

- Someone who actively runs an Instagram or YouTube account

Benefits

- Payment of prescribed activity expenses (after completion of activity)
- Certificate issued by the Embassy of Colombia in Korea
- Provision of travel programs and services by local tourism organizations
- Invitation tickets for various events related to Colombia are provided
- Awards and Extra Benefits for Excellence

Program Duration

2023. 8. ~ 2023. 12. 17.

- 2023. 7. 15. Orientation training (online)
- End of December, 2023 : Dissolution ceremony and awards

How to Apply

Application Period

2023. 7.3. to 7.7. (Fill in Google Form)



Selection Process

Step 1) Fill in Google Form
Step 2) Interview screening

Final Results Announcement

2023. 7. 12.



Inquiries

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Hosted by the Embassy of Colombia in Korea, Procolombia



01 INTRODUCTION

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ABOUT THE PROGRAM (Description)



Overview

Korean ambassadors contribute to the promotion of Colombia tourism by completing missions during traveling



Missions for Participants

Promoting Colombian tourism by **uploading posts** and **performing monthly missions** of Colombia's beautiful tourism sites via SNS



Program Duration

2023. 8. 17.~ 2023. 12. 31 (Closing Ceremony)
Total : About 4 Months





STRATEGIES



Objective

This program aims to promote Colombia as an attractive tourist destination to the Korean market through content creation by Korean people.



Missions

The mission can range between visiting certain locations, making blogs about special events or national days, travel to flagship locations and review them.



Incentives

To maintain the content creation active, rewards will be provided. The rewards are certificates, recognition and monetary compensation. Additionally, there are extra optional missions for rewards.





PROGRAM TIMELINE OVERVIEW

01

Recruitment

02

Actual Program
Duration

03

Promotion
Effect

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EVENT TIMELINE

TIME	EVENT	REMARKS
2023. 6.	Program Design	Hosted by the Embassy of Colombia and Procolombia
2023. 6.	Proposals to Cooperative Agencies	-
2023. 6. 10.~ 7. 10.	Promotion	Done via Communities of Korean Residents in Colombia and International Affairs of Korean Universities
2023. 7. 3 ~ 7. 7.	Recruitment Application Period	submission of a document application
2023. 7. 12.	Selection announcement	-
2023. 7. 15.	Launching Ceremony & Orientation	Online
2023. 8. 1. ~ 202. 12. 17.	Program Period	Actual Program Term that Ambassadors Travel Colombia and Complete Missions on Their SNS, one mission each month
2023. 12. 27.	Closing Ceremony	Offline / Outstanding Activists to Be Announced and Rewarded Extra Incentives,

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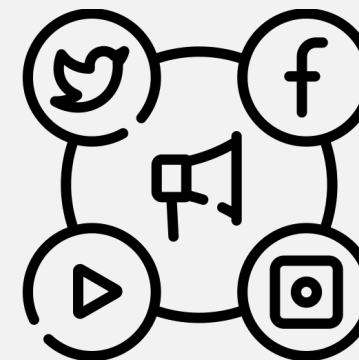




TARGET AUDIENCE

❖ CONTENT CREATORS

Korean nationals who love Colombia and are interested in the city's global promotion. They must be experienced or active creators that can deal with multimedia content creation via images or videos, which can generate promotion effect.



❖ AUDIENCE

All Korean people interested in traveling to latin america looking for ecotourism activities, cultural events and interesting locations.



MISSIONS

What will participants do?



Complete monthly missions by visiting/experiencing Colombian attractions, festivals, and events related to the theme of the month. (Themes are to be provided once a month.)



Create image or video-based content including the visited attractions, festivals, and events.



Upload content on participants' personal social media accounts to promote Colombia tourism.

Take into Account

- ❖ Tags must include things about Colombia, its tourism sites and Procolombia.
- ❖ Tags should include Korean to be exposed to Koreans

Ex. Upload content with hashtags (#Procolombia, #ColombiaTourismAmbassador

#ColombiaTourismAmbassador2023 📷 #Colombia

#TraveltoColombia #(City name) #콜롬비아관광서포터즈

#콜롬비아관광서포터즈2023 #streets #rooftop #CTA #latam

#imagineyourColombia #design #surrealism #aesthetic #(place name in English) #(place name in Korean) #citylife #expat

#backpacker #adventure #fromwhereistand #lifestyle #남미여행

#남미 #콜롬비아 #패션 #카페 #cafe #colombiadays

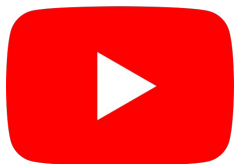
#daysinColombia #ColombiaLife)





CONTENT UPLOAD & PROMOTION

Contents Upload Guide



For People in Charge of Youtube



V-long of 3-5mins (mainly) or Youtube Shorts (30 sec -1 min)



For People in Charge of Instagram



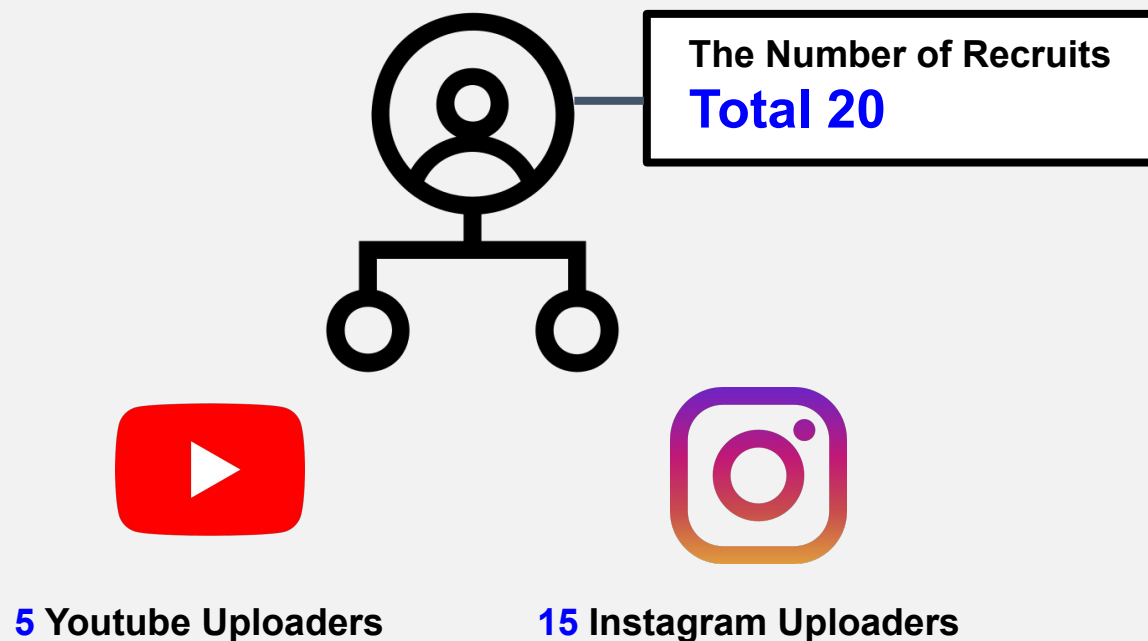
Aesthetic Instagram Posts or Reels

- ❖ Main Content : Beautiful photos or Videos of Colombia's tourism sites' view
- ❖ Every post uploaded for the program must not be deleted or edited until December, 2023.
- ❖ For the posts in Instagram, participants must upload posts with required hashtags.





RECRUITMENT CRITERIA



Recruitment Criteria

1. Korean nationals who love Colombia and are interested in the city's global promotion.
2. Residents of Colombia who can fulfill at least one CDA mission every month through December 2023. (※ Missions will require off-line presence in Colombia cities.)
1. Experienced creators that can deal with multimedia content creation via images or videos.
2. Active users of Instagram or YouTube.

Details

- The number of recruits is able to be changed later depending on the circumstances.
- Duplicate application is not allowed.





INCENTIVES

Rewards for Ambassadors



XXX USD If at least 1 activity is done per a month
(1 mandatory, 1 optional per month)



Various Invitation to Cultural Events Held in Colombia (ex.)



Offer Certificates to Participants (restricted to the ones who completed the missions) from the Embassy of Colombia



Additional Rewards to the participants who made outstanding results

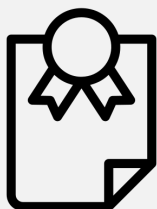




FINAL CEREMONY (OFFLINE)



Issuance of certificates



Announcing of the outstanding participants and their creations and reward them

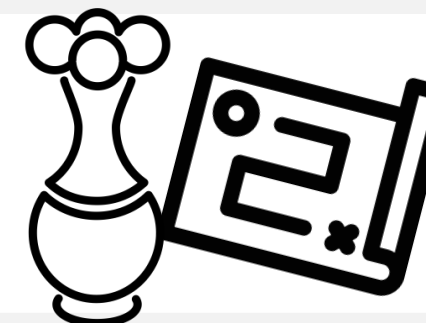




ROADMAP MISSION DESIGN

1. Overview - BOGOTÁ - MISSION 1 - Museo del Oro

Topic	Golden Discoveries: Unveiling the Treasures at Museo del Oro		
	Discover and document your experience towards the best pieces in the museum		
Mission Period	2023.07.05 - 07.29 (Sun)	Drive Submission	2023.07.29 (Sun), before midnight
Participation	In the museum, take pictures of the 6 pieces that were the most interesting to you, then make a reel with a little text describing its story		
Hashtags	1. Tag (Instagram)	@CTAP @colombia.kr @procolombia.co	
	2. Place Hashtag	#[PlaceInSpanish] #[PlaceInEnglish] #[PlaceInKorean]	
	3. Mandatory	#CTAP #CTAP2023 #VisitColombia #VisitBogotá #Bogotá #Colombia #Recommendations #ColombiaPlaceRecomendation #CTAP #CTAP2023 #콜롬비아방문 #보고타방문 #보고타 #콜롬비아 #추천 #콜롬비아장소추천	





ROADMAP SECONDARY MISSION DESIGN



1. OPTIONAL MISSION - Bogotá Center			
Topic	Explore the Enchanting Historic Center of Bogotá		
	Discover some of the oldest places in Bogotá teaming with culture and people		
Mission Period	2023.07.05 - 07.29 (Sun)	Drive Submission	2023.07.29 (Sun), 23:59
Participation	Take pictures of the houses and locations in which culture and history are felt with intensity. Make a carousel with at least 5 pictures		
Hashtags	1. Tag (Instagram)	@CTAP @colombia.kr @procolombia.co	
	2. Place Hashtag	#[PlaceInSpanish] #[PlaceInEnglish] #[PlaceInKorean]	
	3. Mandatory	#CTAP #CTAP2023 #VisitColombia #VisitBogotá #Bogotá #Colombia #Recommendations #ColombiaPlaceRecomendation #CTAP #CTAP2023 #콜롬비아방문 #보고타방문 #보고타 #콜롬비아 #추천 #콜롬비아장소추천	

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02 EXPECTED BENEFITS

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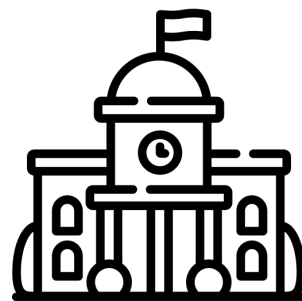


ASSISTANCE BY VARIOUS AGENCIES



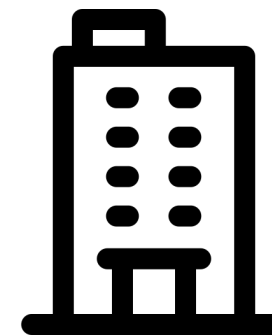
Travel Agencies

Travel agencies that wish to promote their route to the Korean consumer



Official Cities

Official cities that are interested in boosting their brand awareness to foreign customers



Establishments

Establishments that wish to promote their services and products to Korean consumers





ASSISTANCE BY VARIOUS AGENCIES



Participants are offered assistance by agencies.

During the mission days, ambassadors are provided with agencies' services such as : booking accommodations, arranging transportation, organizing tours and activities



Cares from agencies are provided.

During the mission days, ambassadors receive care services such as ensuring travelers have all necessary documents such as visas or travel insurance.

Making traveling stress-free and enjoyable





EXPECTED OVERALL RESULTS



01

Growth in Awareness

Awareness in Korean community, about all the possible destinies and activities done in Colombia more appealing

02

Promotion

Promotion of better-known and lesser-known places to attract more Korean tourists and finished products in gastronomy, services etc.

03

Positive image

Positive views of the government in the eyes of Koreans





THANK YOU

We will look forward to your application

For further inquiries, feel free to contact us :

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