Barranquilla, 5 de diciembre de 2025

Señor
HENRY CÁCERES
Secretario de Desarrollo Económico
ALCALDIA DISTRITAL DE BARRANQUILLA
Ciudad

Asunto: Solicitud de Adición al contrato No. CD-55-2025-8269

Apreciado Henry:

Barranquilla se encuentra en un momento clave para consolidar su liderazgo como epicentro del desarrollo económico en la región Caribe. En este contexto, nuestra organización —como agencia articuladora entre el sector público y privado— cumple un rol estratégico en la promoción del desarrollo sostenible y competitivo de la Ciudad. Para mantener y escalar este posicionamiento, es fundamental complementar el contrato vigente incorporando recursos adicionales que permitan fortalecer las acciones de promoción del destino, ampliar el alcance en mercados estratégicos y asegurar la visibilidad continua de Barranquilla en escenarios nacionales e internacionales. Estos recursos potenciarán las estrategias ya establecidas y garantizarán una ejecución integrada, coherente y alineada con las prioridades de crecimiento, proyección internacional y competitividad del territorio.

1. **Acciones de promoción nacional e internacional**

Se propone la incorporación al alcance del proyecto una propuesta de **TripAdvisor**, plataforma global de referencia para viajeros, clave en la toma de decisiones turísticas, que aporta **visibilidad, reputación y credibilidad** a destinos y empresas y por ende recomendamos su ejecución como parte de la estrategia; esto con el fin de posicionar internacionalmente a la Ciudad de Barranquilla y su Carnaval de 2026 como una experiencia cultural imperdible, aprovechando las tendencias actuales del turismo donde los viajeros priorizan vivir experiencias auténticas. Respaldada por una plataforma con 257 millones de visitantes mensuales y alta afinidad hacia contenidos culturales, la campaña se construye alrededor del concepto *“The Magic of Movement”*, utilizando un canal de marca dedicado y una estrategia integral de amplificación que combina publicidad nativa, display, redes sociales y retargeting. Se dirige principalmente a viajeros culturales de EE.UU. (California, Texas y Florida) y de Colombia. La campaña iniciará en diciembre de 2025, lo cual busca aumentar el interés para visitar la ciudad aprovechando la época de Carnaval.

Dentro del impacto proyectado se tendrán los siguientes resultados:

- Se proyecta que los usuarios expuestos a los anuncios generen ingresos significativos dentro del territorio analizado.

- Se anticipa que una proporción del total de los ingresos corresponderá a usuarios que hayan estado expuestos a la publicidad.

- Se espera que la tarifa diaria promedio de alojamiento (ADR) de los viajeros nacionales e internacionales pueda ser analizada y diferenciada según su nivel de exposición a los anuncios.

- Se estima que los ingresos provenientes de las reservas de atracciones realizadas por viajeros internacionales serán registrados y consolidados durante el periodo definido.

- Se prevé que una parte de dichos ingresos podrá atribuirse a los usuarios que hayan estado expuestos a la campaña publicitaria.

La inclusión de TripAdvisor se agregaría a los entregables del proyecto y será integrada al plan de medios, cronograma, presupuesto y reportes de seguimiento; se solicita autorización formal para su incorporación presupuestal este mes de diciembre de 2025 con prórroga hasta el 31 de marzo de 2026.

A continuación, relacionamos los montos requeridos para impactar en los objetivos anteriormente mencionados:

Detalle	Valor unitario	Cantidad	Valor sin IVA	Valor IVA incluido
Estrategia Tripadvisor	307.000.000	1	257.983.193	307.000.000

Valor proyecto: COP $307.000.000 (trescientos siete millones de pesos) IVA incluido.

Agradecemos de antemano tu colaboración y permanecemos atentos a tus comentarios.

VICKY OSORIO
Directora Ejecutiva
ProBarranquilla

Tripadvisor X Barranquilla



September 2025

Tripadvisor



Now more than ever, consumers are seeking new experiences...

75% of future travelers are prioritizing seeing new places

73% of future travelers are prioritizing having new experiences

67% of travelers place more value on experiences now than they did in the past.

Source: Tripadvisor internal data

And they're finding them through travel.



#1

Travel remains the top category in discretionary spending (alongside dining)



And as the world's largest and most trusted travel company...

190
Countries across the globe

257M
Monthly unique visits

1B+
Consumer Reviews

25+
Years of Brand-Safe Environment

#1
In trust for travel & dining information

It’s no surprise we reach these experience seekers...

68%
More likely than the average US internet user to travel for a cultural experience





53%
More likely to travel specifically for dance cultural interests.

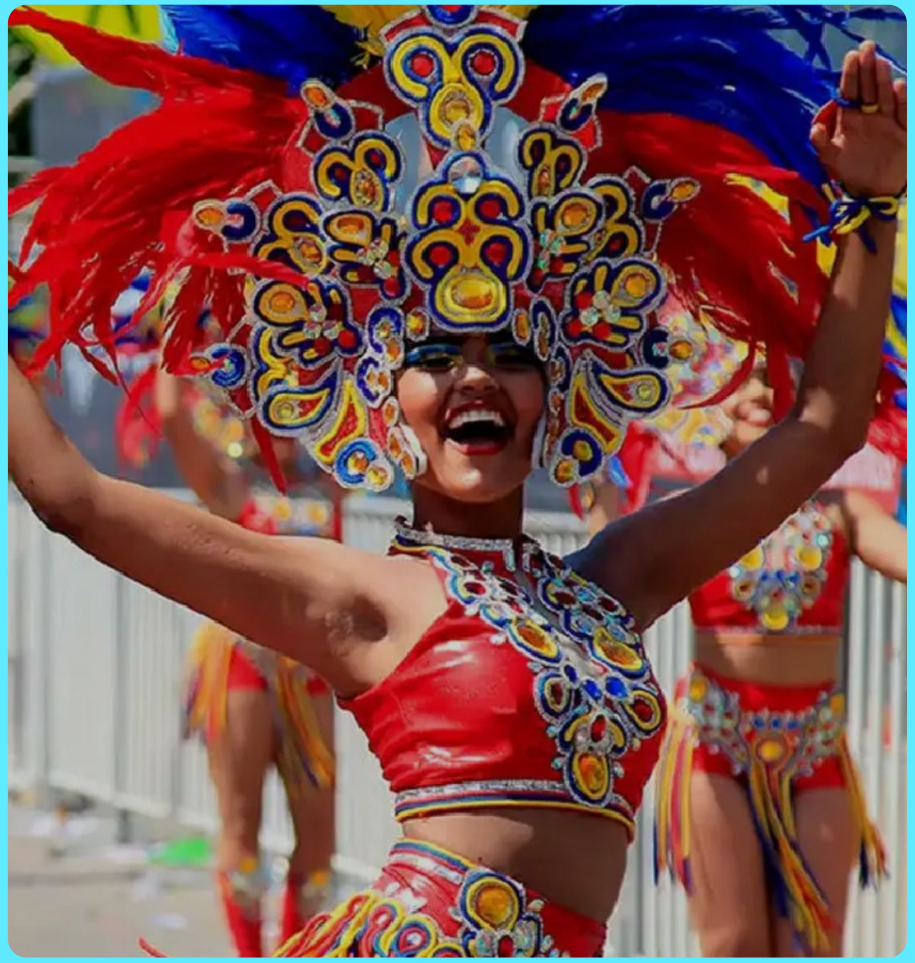
104%
More likely than the average US internet user to be planning to purchase an experience.



Source: GWI; US Users, Q2 25



Making us the perfect platform for Barranquilla to reach travel intenders looking to immerse themselves in new experiences.



The Magic of Movement

Now more than ever, travelers are seeking authentic celebrations and cultural immersion—and there's no better way to experience this than through the **Barranquilla Carnival.**

For four days in February 2026, Barranquilla comes alive with vibrant parades, traditional folk dances, live music, and colorful cultural characters—making it the **perfect destination for travelers** eager to uncover one of the world's most **iconic celebrations.**

As the world's largest travel guidance company, Tripadvisor knows how to **turn cultural moments into global movements**. With unrivaled trust, credibility, and reach, we provide the ideal platform for Barranquilla to launch its first international campaign—capturing travelers when they're ready to book.

The Magic of Movement Program:

- Brand Channel
- Promotion & Targeted Media



Brand Channel

Bring the color, rhythm, and joy of Barranquilla Carnival to the forefront of travel inspiration and planning through a curated experience woven into the Tripadvisor ecosystem.

Ideal for spotlighting the unforgettable cultural experiences of Barranquilla, these comprehensive and natively styled pages showcase your brand, key messaging, and branded media within organically discoverable destination pages on Tripadvisor.

Brand Integration via:

- Brand attribution
- Full Display Ad Takeover (including horizon ad)
- One image or video (supplied) to hero, + 9 images
- Up to 2x sponsored shelves promoting client's existing brand assets

Traffic drivers include:

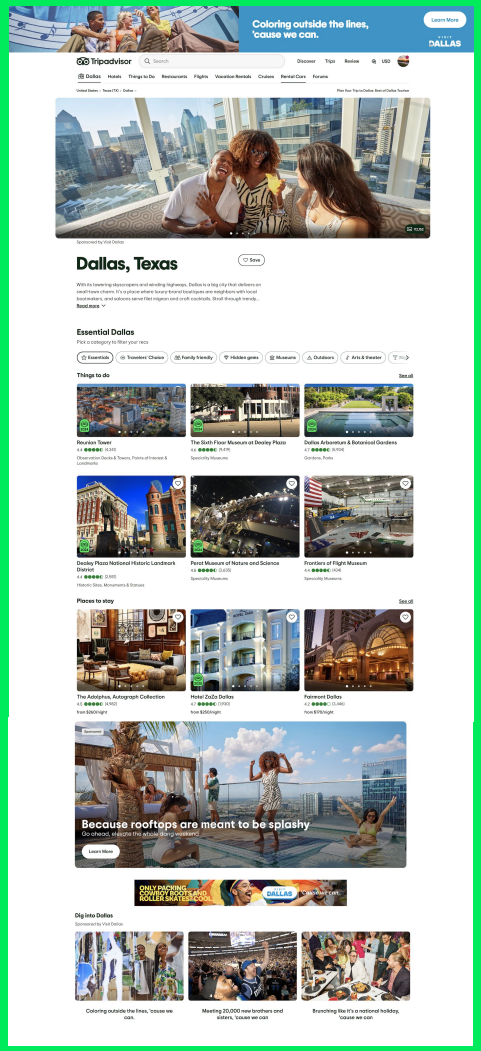
- Paid social ads (Meta CPC)
- Audience Extension
- Native boost and Standard IAB units
- Targeting interests, geos/demos: California, Texas, Florida & Colombia IPs

Custom High Impact | Horizon

Image Gallery

"Sponsored by" Brand Attribution

Content Shelf driving to client-provided content



Campaign Investment

Lead-Time: 3-5 weeks from signed IO/delivery of assets

$50,000

1x Brand Channel

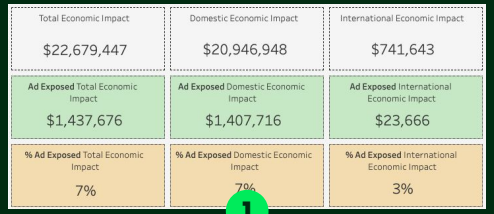
Promotion & Amplification:

- Native Boost
- Paid Social Meta CPLC
- Audience Extension
- Tageting: CA, TX, FL IPs

Display & Native:

- Standard IAB + Native
- Targeting: CA, TX, FL & Colombia IPs

Economic Impact Reporting



1

How much revenue did ad-exposed users generate to subject geo year- to-date

What percent of total revenue came from ad-exposed users



2

What was the accommodations average daily rate for domestic and international travelers to subject geo broken out by ad exposure



3

How much revenue did international attractions bookings generate in subject geo in a specific year

What portion came from ad-exposed users

Reporting Example

3,693%
Return on Ad Spend

Economic Impact

$1,870,857	Ad Exposed Economic Impact
$164	Ad Exposed ADR
$49,318	Campaign Investment
3693%	Return On Investment

Visitation

6,153	Attributable Visits
10,751	Attributable Visitor Days
1.7	Average Length of Stay

Media Impact

41%	Lift in views of XXXX
39%	Lift in clicks to book in XXXX
	...compared to unexposed travelers in the same target audiences.
-4%	Lift in ADR from Ad Exposed Bookers

Media Flight

2,409,654	Total Impressions Served
15,370	Total Clicks on your ads
0.64%	Campaign Click Through Rate
14,114	Social Engagements (likes, shares, comments, etc)
17,070	Total HOURS Your Ad Content Was in View

*Data Sources: Oxford Economics & Tripadvisor Data

Reporting Example

Ad Exposed Footfall

24,469
Attributable Trips to DESTINATION from ad exposed travelers

41,518
Attributable Visitor Days

1.7
Average Length of Stay

$7,625,204
Ad Exposed Economic Impact*

*Ad Exposed Economic Impact Presumes at least $300 spent in-market per attributable trip.

Reporting Example

Top Feeder Markets

01. Amarillo
02. Dallas-Ft Worth
03. Odessa-Midland
04. Abilene-Sweetwater
05. DESTINATION
06. San Antonio
07. ABQ
08. Austin
09. San Angelo

Reporting Example

Media Lift

Media Impact measures activity with DESTINATION's content on Tripadvisor from travelers exposed to your ads, then compares it to activity with DESTINATION's content on Tripadvisor from unexposed travelers in your target audiences.

29%

Increase in Clicks to Book in DESTINATION by Ad Exposed Travelers

30%

Increase in Views of DESTINATION Content by Ad Exposed Travelers

20%

Increase in Views of DESTINATION's Points of Interest by Ad Exposed Travelers

52%

Increase in views of DESTINATION restaurants by Ad Exposed Travelers

Economic & Media Impact

Total Ad Exposed Incremental Economic Impact

$12.8M

Total Ad Exposed Incremental Hotel Revenue

$2.9M

ROAS

128X

Trips Booked and Taken to XXX from This Campaign

12,701

Total Visitor Days

18,031

Average Nights

1.4

Average Daily Rate

$161

Top Feeder Markets:

1) Pittsburgh
2) Charleston-Huntington
3) Bluefield-Beckley-Oakhill
4) Washington DC-Hagerstown
5) Clarksburg- Weston
6) Parkersburg
7) Baltimore
8) Roanoke-Lynchburg
9) Raleigh-Durham-Fayetteville

Source: Tripadvisor study with date.


Thank you.