

# INSTO Report

## Monitoring of Tourism Sustainability Indicators in Bogotá



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# 1 Introduction

Sustainable tourism has become a fundamental axis to ensure that the growth of the tourism sector does not compromise the well-being of local communities or the integrity of ecosystems. According to the World Tourism Organization (UNWTO), destinations that adopt sustainable practices improve their competitiveness, increase the level of visitor satisfaction, and secure long-term economic, sociocultural, and environmental benefits (UNWTO, 2018). In addition, those cities that implement sustainable strategies strengthen their resilience in the face of crises, extend the length of tourists' stay, and significantly reduce negative impacts on the environment and the local population. In this context, the continuous monitoring and evaluation of sustainable tourism is configured as an essential tool for the strategic planning of destinations.

The Bogotá Tourism Observatory (OTB) is consolidated as a strategic actor collecting, analyzing, and disseminating key information that makes it possible to evaluate the sustainable performance of the sector in the city. As an active member of the International Network of Sustainable Tourism Observatories (INSTO), led by the World Tourism Organization, the Observatory reaffirms its commitment to sustainability and evidence-based management principles. This document presents the second follow-up report on the sustainability indicators of tourism in Bogotá, strengthening the continuity of the monitoring initiated in previous years and allowing the measurement of the progress achieved.

Bogotá's membership in the INSTO Network is of special importance, since it positions the city as a regional benchmark in the systematic measurement of sustainable tourism and



allows it to access good practices, methodologies, and international collaboration networks. Being part of this network implies not only compliance with rigorous technical standards, but also the opportunity to strengthen the destination's competitiveness.

Through the promotion of more inclusive, resilient, and responsible tourism policies. In this sense, the follow-up to the indicators makes it possible to identify opportunities for improvement, guide sectoral strategies, and align Bogotá's tourism management with the Sustainable Development Goals (SDGs).

The main objective of this document is to present the progress and results achieved in monitoring of the tourism sustainability indicators in Bogotá, in accordance with the thematic areas defined by INSTO. Likewise, it aims to demonstrate the commitment of the Tourism Observatory to the generation of reliable, timely, and relevant information to support public and private decision-making in the sector. This exercise also contributes to strengthening accountability to citizens and promoting tourism that generates equitable and sustainable benefits for the city.

The document is structured into four sections. The first presents this introduction. The second describes the institutional context of the Bogotá Tourism Observatory and its integration into the INSTO Network is presented. The third describes the methodology for updating the indicators and the information sources consulted. The fourth presents the results for each sustainability dimension analyzed. Finally, the bibliography used in the preparation of this document is included.

## Context

To understand the progress presented in the different topics related to tourism sustainability, it is pertinent to describe the institutional and strategic environment that supports the work of the Bogotá Tourism Observatory. In this regard, the District Institute of Tourism (IDT) has carried out a process of organizational strengthening aimed at optimizing the generation, systematization, and analysis of relevant statistical information for the tourism sector. This process has been decisive in consolidating the Observatory as a technical instrument to support the formulation of public policies and the monitoring of sustainability indicators.

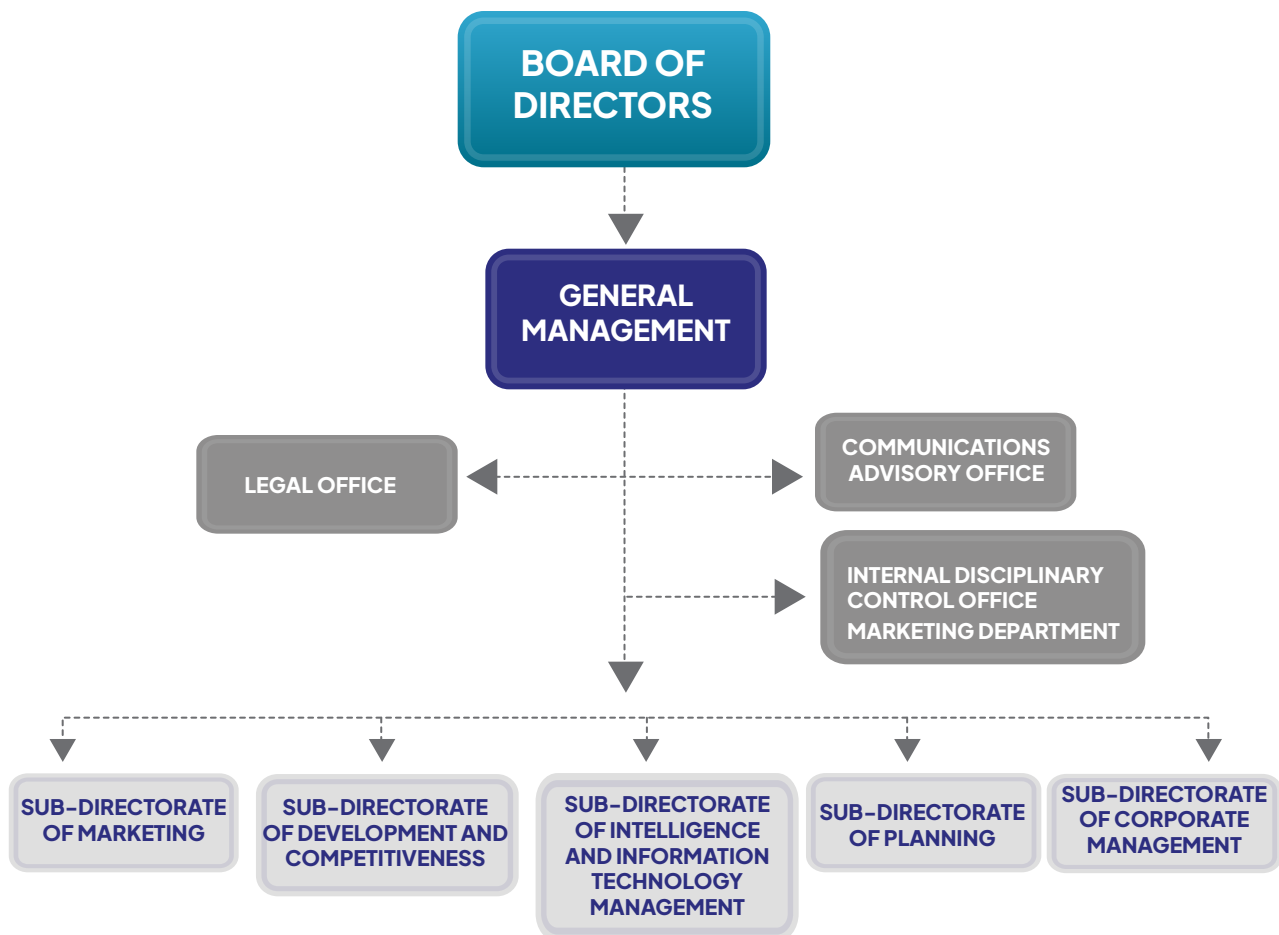
Below, the institutional context in which the operation of the Observatory is framed and the main actions developed in this area are presented, starting with the description of the changes in the organizational structure of the IDT and the creation of new sub-directorates aimed at strengthening the management of tourism information. Subsequently, the process of institutionalizing the Bogotá Tourism Observatory and its strategic guidelines for producing and disseminating data is set out. Likewise, the progress is shown in the publication and georeferencing of tourism information, as well as the Observatory's participation in local and national statistical networks and strategies that consolidate its role in the city's data ecosystem.

## 2.1 Adjustment of the Organizational Structure of the District Institute of Tourism

The new organizational structure of the District Institute of Tourism (IDT) was established through Agreement 007 of 2022 by the Institute's Board of Directors. This regulation enables the reorganization of internal areas to strengthen the fulfillment of the institutional mission and adapt to the current needs of the tourism sector in Bogotá.

The reorganized structure of the IDT introduces new key sub-directorates that enhance its functioning and operational effectiveness. These sub-directorates include the Sub-directorate of Marketing, the Sub-directorate of Development and Competitiveness, the Sub-directorate of Intelligence and Information Technology Management, the Sub-directorate of Planning, and the Sub-directorate of Corporate Management. Below is the updated organizational chart:

Illustration 1. Structure of the District Institute of Tourism



Each of these sub-directorates performs specific functions within the Institute. The Sub-directorate of Marketing is mainly responsible for promoting the city as a tourist destination, while the Sub-directorate of Development and Competitiveness seeks to enhance the tourism offer through strategic programs and projects. The Sub-directorate of Intelligence and Information Technology Management leads the generation of tourism knowledge and institutional technological development. The Sub-directorate of Planning formulates institutional policies and plans, and finally, the Sub-directorate of Corporate Management manages the entity's human, financial, and logistical resources.

The Sub-directorate of Intelligence and Information Technology Management plays a fundamental role in the structure of the IDT. This area develops information systems and statistical analyses that make it possible to understand the dynamics of tourism in Bogotá deeply. Its work involves the integration and processing of tourism data, facilitating evidence-based decision-making. In addition, it promotes the implementation of innovative technologies to improve interaction with visitors and tourism providers. The Sub-directorate also manages the internal technological infrastructure, ensuring its operability and security, which contributes significantly to the overall efficiency of the Institute.

Within the responsibilities of the Sub-directorate of Intelligence and Information Technology Management lies the administration of the Tourism Observatory, a strategic tool aimed at collecting, analyzing, and disseminating relevant information on the behavior of tourism in the city. The Observatory generates key indicators, technical reports, and studies to monitor trends, assess public policies, and support institutional decision-making.

## 2.1.1 The Observatory

### The Bogotá Tourism Observatory

The Bogotá Tourism Observatory was institutionalized, and the guidelines for its management were established through Agreement 803 of 2021 by the COUNCIL OF BOGOTÁ, D.C.<sup>1</sup>

According to this regulation, the Bogotá Tourism Observatory will operate as a center for information, documentation, and dissemination, supporting the research, diagnosis, awareness, and tourism promotion processes in the city.

### General Objective

The Bogotá Tourism Observatory, as an instrument of public management, consolidates, systematizes, analyzes, researches, and disseminates information on the city's tourism sector, in coordination with the local, regional, national, and international levels.

### Strategic Guidelines

The management of the Bogotá Tourism Observatory is guided by the following strategic guidelines:

- ★ **Transparency:** The information obtained and produced will be public and will always be available to citizens, excluding that which, by constitutional or legal provision, is deemed private, classified, or reserved.

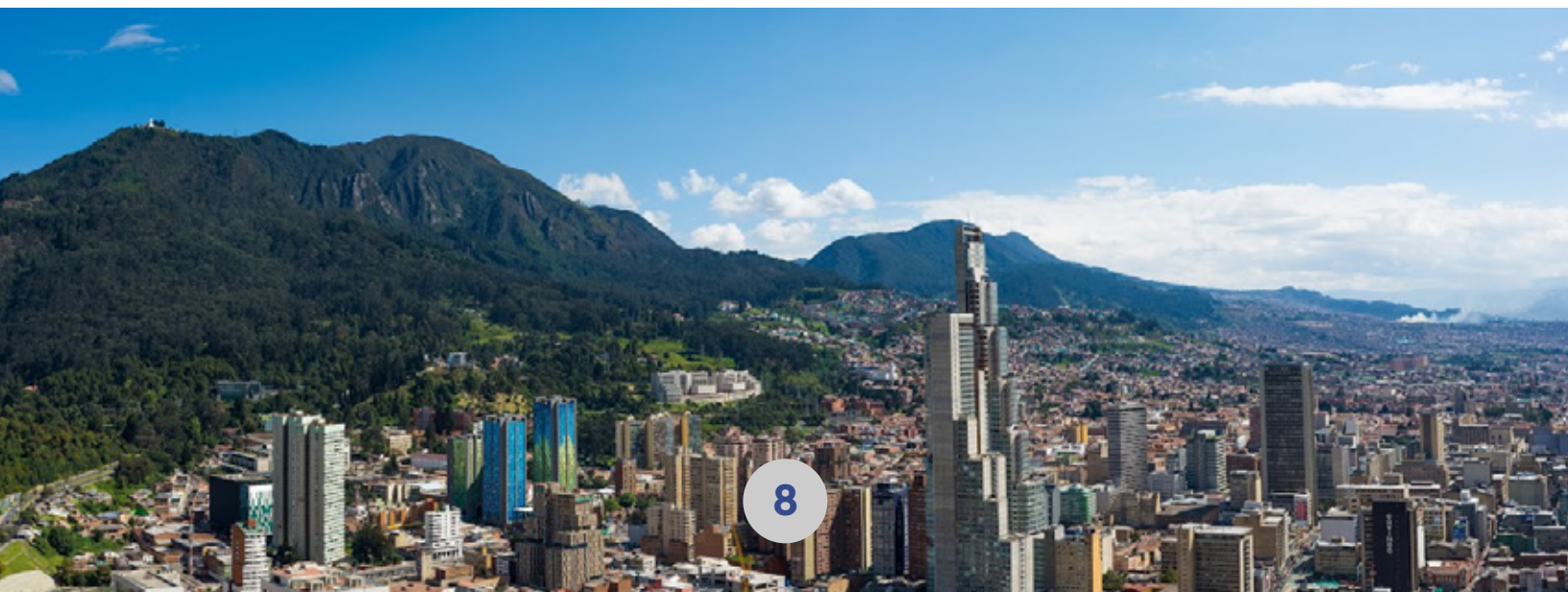
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<sup>1</sup> Bogotá City Council. (2021). Agreement 803 of 2021: Through which the Bogotá Tourism Observatory is institutionalized, the guidelines for its management are established, and other provisions are enacted. Retrieved from <https://www.alcaldiabogota.gov.co/sisjur/normas/Norma1.jsp?i=107567>

- \* **Comprehensiveness:** The information processes carried out must promote the strengthening of the Bogotá Tourism Information System, including the potential of all its localities and its articulation with the different levels of government and the private sector.
- \* **Quality:** The information and documentation generated must be objective, impartial, accurate, useful, and complete, ensuring the alignment of data with the local, regional, national, and international levels.
- \* **Systematization:** Activities related to data collection, analysis, generation of documents, research, and studies must be managed through an adequate process of systematization and archiving.
- \* **Publicity and Dissemination:** The information and documentation must be accessible to citizens through periodic publication strategies.
- \* **Use of Information:** It is necessary to raise public awareness about the responsible use of the information made available to them.
- \* The consolidation of information on the tourism sector in the city.
- \* The systematization of documentation and information for tourism.
- \* The formulation and development of studies and research related to tourism activity.
- \* The support and assistance of the Bogotá Tourism Information Network.
- \* The articulation of information and research processes with public and private sectors, nationally and internationally.
- \* The creation of the inputs required for the formulation of policies in the tourism sector.
- \* The generation of information for the different decision-making and participation bodies in tourism matters.
- \* The generation of indexes and indicators for measuring the sector.
- \* The development of mechanisms that allow the dissemination of tourism information in the city.

## Management Tools

As an information system, the Bogotá Tourism Observatory will promote the development of tools for:



## 2.2 Advances of the Bogotá Tourism Observatory

### 2.2.1 General Advances

Since its institutionalization and up to June 2024, the Tourism Observatory set out to create an ecosystem of information technologies (IT) supported by a solid business architecture and a highly trained human team. This ecosystem aims to optimize and improve the quality of the production of statistical information through an intelligent tourism information system for the city of Bogotá.

This project included activities to develop and implement an effective IT strategy to generate analytical documents on the tourism sector in Bogotá with standardized, comparable, and detailed results. In addition, these analyses were aligned with other levels of information (local, regional, national, and international), establishing an integrated framework for the analysis and monitoring of tourism in Bogotá, covering both supply and demand.

As of July 2024, with the entry into force of the District Development Plan “Bogotá Camina Segura” (Bogotá Walks Safely) 2024–2027, adopted through Agreement 927 of 2024, the Tourism Observatory redefined its mission. Its main objective now is to implement a statistical information management model for Bogotá’s tourism sector, promoting the timely production of relevant statistical data supported by advanced technological tools and adequate infrastructures to optimize the quality and accessibility of the information generated.

In line with this objective, between July and October 2024, various actions were carried out within the Observatory, including the

sample redesign of the *Travelers in Bogotá Survey*.<sup>2</sup> This redesign aims to improve the precision and representativeness of the data collected, providing a better understanding of the profiles, preferences, and consumption patterns of those who visit the city.

The results obtained from the pilot tests carried out have made it possible to adjust the methodology and focus data collection on critical aspects for decision-making, although some challenges have been identified, such as the need to adapt the collection instruments to the diversity of visitor profiles and the continuous updating of databases to respond to changes in the sector’s dynamics.

On the other hand, detailed analytical documents have been prepared to deepen the understanding of the behavior of the tourism sector in Bogotá. Among these documents, the Gross Domestic Product (GDP) Study stands out, which aims to analyze Bogotá’s GDP performance, with emphasis on the subsector related to tourism, specifically in lodging and food services (Q1–2024). Likewise, the Observatory has produced monthly bulletins with updated figures for the city’s tourism sector, based on the processing of data from primary and secondary sources, such as the World Tourism Organization (UNWTO), the National Administrative Department of Statistics (DANE), the Special Administrative Unit of Civil Aeronautics (Aerocivil), and Migration Colombia, offering an integral, reliable, and timely view of the evolution of the tourism industry in Bogotá.

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<sup>2</sup> The Travelers in Bogotá Survey is a probabilistic sampling survey designed to measure the flow of tourists in the city of Bogotá over an annual reference period.

## 2.2.2 Data Viewer and Geo-viewer

During 2023, the data viewer was implemented on the Bogotá Tourism Information System (SITBOG) platform, a tool that offers a summary of information about the tourism sector in Bogotá. This viewer facilitates access to key data for sector stakeholders and users interested in learning about the behavior and evolution of tourism in the city. The platform organizes and presents the data in a structured way, allowing for analyses based on updated information.

To date, the updating of various groups of indicators that cover characteristic aspects of the sector continues, organized as follows:

- \*Tourist attractions:** It provides information on attractions by locality and type of heritage. It includes facilities, physical spaces, or cultural manifestations that generate interest and motivation among visitors and facilitate their tourism experience in the city.
- \*Tourism service providers:** It presents data on Bogotá's tourism supply, taking into account the number, type, and location of establishments that provide tourism services. This section includes the General Classification of Tourism Service Providers, Type of Tourism Service Providers, breakdown by type of travel agency, and by lodging establishments.
- \*Tourists in Bogotá:** Analysis of information on national and international tourists who visit Bogotá, based on the Travelers in Bogotá Survey. It includes general figures, demographic characteristics of tourists, characteristics of the trip, and its origin (department in the case of national tourists, or country for international tourists).

- \* City indicators:** It compiles data on the number of foreign visitors arriving in Bogotá, direct national and international flights to the city, passengers at the Bogotá Transportation Terminal, and lodging occupancy.



As for the Geographic Data Viewer is hosted on a platform that integrates vector information collected by the District Institute of Tourism, based on the National Tourism Registry. This tool allows users to access and analyze geospatial data related to the city's tourism supply, facilitating informed decision-making and strategic planning in tourism. The geo-viewer displays sites of interest, events, tourism infrastructure, and complementary services in an interactive visual format.

Thanks to this geospatial information, it is possible to obtain a complete and accurate view of the available tourism options is possible facilitating the planning of visits and the analysis of trends in the sector. With this integration, the aim is to promote more informed and sustainable tourism in the Colombian capital.

A web map, an interactive visual representation of geospatial data accessible through the internet, has also been developed. Unlike static maps, web maps allow users to explore, query, and analyze information in real time, facilitating interaction with various layers of data. In the data viewer on Bogotá's tourism supply, tools are offered to simplify access to information, such as the search bar, navigation buttons, table view, and advanced search tools.

In the geo-viewer, the following levels of information are available:

- \* Vehicle rental companies
  - \* Travel agencies
  - \* Gastronomy and bar establishments
  - \* Professional Congress, Fair, and Convention Operators
  - \* Tourist Representation Offices
  - \* Other Types of Non-permanent Lodging
  - \* Special Ground Passenger Transport
  - \* Tourist Housing
  - \* Light Tourism Infrastructure
  - \* Tourism Inventory
  - \* Tourist Information Points
  - \* Tourist Information Signs
  - \* Tourist Interest Zones
- Likewise, the distribution of the modules containing the analytical documents available on the [SITBOG](#) microsite:
- \* **Bulletins:** Correspond to monthly publications with updated information on the main indicators of the city's tourism sector and the global context of the industry.
  - \* **Travelers Survey:** Annual publications of the *Travelers in Bogotá Survey*, with relevant information on traveler behavior in the city.
  - \* **Measurements:** Correspond to documents with the results of measurements of events that positively impact tourism in Bogotá.
  - \* **Market profiles:** Allow understanding of the trends, seasonality, and travel patterns of national and international visitors who arrive in Bogotá.
  - \* **Market segments:** Correspond to studies and reports developed by the Observatory on the evolution of tourism supply and demand in Bogotá.
  - \* **Tourism sustainability:** Sustainability

indicators distributed in 12 thematic areas, such as wastewater management, solid waste management, governance, energy management, tourist satisfaction, local satisfaction, economic benefits, water management, accessibility, tourism seasonality, climate action, and employment.

Finally, the Tourism Observatory has participated in public events to present the results of the *Travelers in Bogotá Survey 2023* and update of the questionnaire. These events include the Citizen Dialogue held on June 19, 2024, under the theme *Who visits Bogotá?* and the outreach at the Salitre Transportation Terminal in Bogotá during World Tourism Day, on September 27, 2024.

The updating of geographic information is carried out on the Bogotá Maps and Bogotá Open Data platforms, in a joint effort with the Spatial Data Infrastructure for the Capital District (IDECA) to guarantee access to public information, within the framework of

Law 1712 of 2014 on Transparency and Access to Public Information and Decree 653 of 2011 of the Mayor's Office of Bogotá, which establishes the guidelines for the production, dissemination, access, use, and exploitation of geographic information in the city. The process for the availability and updating of the different levels of information is formalized through a commitment act signed between the District Institute of Tourism and IDECA. After completing key activities, such as structuring databases, creating an object catalog, data dictionary, quality tests, and registration of geographic items, progress has been made in linking this data on the Bogotá Open Data portal.

Below is a summary of this activity and the visualization of the information on the respective Bogotá Maps and Open Data portals, which are available for viewing in the *Commerce, Industry, and Tourism under Tourism Services* category.



## Linking in Bogotá Open Data and Bogotá Maps

The levels of information linked are as follows:

- \* Travel agencies
- \* Vehicle rental companies
- \* Tourist lodging establishments
- \* Gastronomy and bar establishments
- \* Tourist Representation Offices
- \* Professional Congress, Fair, and Convention Operators
- \* Special Ground Passenger Transport
- \* Tourist Housing
- \* Other Types of Non-permanent Lodging
- \* Tourist Information Points
- \* Tourist Information Signs
- \* Tourist Interest Zones
- \* Tourism Inventory
- \* Light Tourism Infrastructure

Each of the levels of information published on the Bogotá Maps portal has metadata and geographic resources available for users, accessible through the following links:

[\\*Bogotá Maps](#)

[\\* Bogotá Open Data](#)

## 2.2.3 Contribution to the Statistical Ecosystem and Interinstitutional Coordination

In addition, the Tourism Observatory actively participates in the National Statistical Plan (PEN) (2023–2027) and the District Statistical Plan (PED) (in force since 2016), contributing to the inventory of the statistical supply of Bogotá and of the country, with the statistical operations Travelers in Bogotá Survey and Census of Lodging and Accommodation Establishments in Bogotá.

Special attention has been given to strengthening the Travelers in Bogotá Survey, through workshops, working groups, guidelines, and actions to ensure compliance with data quality attributes, as well as completing self-diagnostic tools provided under the framework of the PEN.

Below are the strategies advanced within the framework of both statistical plans:

Table 1. PEN and PED Strategies

| PEN Strategies                                                                                                                         | PED Strategies                                                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| 1. Implement projects with great statistical impact in the National Statistical System (SEN).                                          | 1. Strengthening the coordination of statistical production at the District level.                             |
| 2. Consolidate the differential and intersectional approach in the production and dissemination of SEN statistics.                     | 2. Organization and prioritization of the production and use of statistical information at the District level. |
| 3. Reduce gaps in production, dissemination, and use of statistical information with a territorial approach in the subnational system. | 3. Promotion of the improvement of statistical production processes.                                           |

| PEN Strategies                                                                                                                                                                                                                                | PED Strategies                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| 4. Determine the supply and demand of administrative records and statistical information, including a differential, territorial, and intersectional approach to manage information demands and close existing gaps in the SEN data ecosystem. | 4. Promotion of the dissemination and access to statistical information.                                          |
| 5. Ensure the quality of statistical information produced in the SEN.                                                                                                                                                                         | 5. Identification and use of statistical potential of administrative records.                                     |
| 6. Strengthen knowledge and culture for the statistical use of administrative records in the SEN.                                                                                                                                             | 6. Promote the inclusion of the differential approach in the production and dissemination of District statistics. |
| 7. Consolidate the Governance Model of the Colombian State Data Infrastructure (IDEC) in coordination with the SEN and ICDE with co-responsibility and sustainability.                                                                        | 7. Strengthen the measurement of statistical operations that account for the implementation of the SDGs.          |
| 8. Promote processes of innovation, learning, and knowledge exchange on the statistical process.                                                                                                                                              |                                                                                                                   |
| 9. Promote statistical culture and ethics in the SEN data ecosystem.                                                                                                                                                                          |                                                                                                                   |

Source: Own elaboration

The Tourism Observatory is part of the District Observatory Network (ROD), where working groups have been held to articulate activities among district entities. In this context, the following progress indicators are reported for the Observatory in meeting its goals:

- \* Percentage of progress in implementing strategic alliances for the exchange of information and production of research.
- \* Percentage of studies produced and published on the Observatory's website.
- \* Percentage of updating and publication of indicators under the Observatory's responsibility on its website.
- \* Degree of availability of human talent assigned to the Observatory to carry out its activities.
- \* Percentage progress in the execution of the budget allocated to the Observatory.
- \* Percentage progress in compliance with the activities established in its action plan.



In addition, the articulation of the Tourism Observatory with the Secretariat of Economic Development, as well as with the Secretariat of Culture, Recreation and Sports and its Culture Observatory, for the measurement of high-impact events in the city—such as the *Estéreo Picnic Festival*, the *Bogotá International Book Fair*, *Salsa al Parque*, and *SOFA*—stands out. This collaboration includes activities such as projecting data for each event, designing and loading the data collection instrument into the system, training the survey team, processing results, analysis, and publication.

## 2.3 Secondary Information Sources

In Colombia there are different entities dedicated to generating statistics related to the tourism sector, such as: Migration Colombia, Civil Aeronautics (AEROCIVIL), the Hotel and Tourism Association of Colombia (COTELCO), the Tourism Think Tank of Colombia (CPTUR), the National Administrative Department of Statistics (DANE), the Tourism Information Center of Colombia (CITUR), among others. However, each of the statistics produced by these actors does not allow for

measuring the actual flow of tourists, calculated from the real number of tourists entering the country and Bogotá.

Secondly, there is information from the Ministry of Commerce, Industry and Tourism, together with the Colombian Confederation of Chambers of Commerce (Confecámaras), which periodically publishes a database with information on establishments registered in the National Tourism Registry. This database makes it possible to identify those that remain active, the total number of employees, as well as the number of beds and rooms offered by lodging establishments and tourist accommodations.

Thirdly, work is done with information from establishments that are affiliated with trade associations, but which represent only a sample of the total, since they do not provide a comprehensive picture of the Tourism Service Providers (TSPs).

It is important to note that most of the production of statistics is at the national level, so their results are general and do not allow in-depth investigation at the municipal level. On issues related to tourism expenditure, only the spending made by international

tourists is examined. Thus, DANE has surveys that allow the analysis of the tourism sector's situation, such as the Monthly Travel Agencies Survey (EMAV), the Internal Tourism Expenditure Survey (EGIT), the International Visitors Survey (EVI), and the Monthly Lodging Survey (EMA).

The EMAV is a statistical operation designed to collect information on the behavior of companies providing travel packaging services and tour operators at the national level, through indices, variations, and indicators of the tourism sector. This operation is carried out monthly, has aggregated geographic coverage at the national level, and therefore does not provide information specific to Bogotá.

The EGIT is a survey in which information is requested at the individual level about tourism expenditure, main travel motivation, means of transport used, type of lodging, average length of stay, as well as expenditure on excursions. In addition, sociodemographic variables such as sex, age, relationship, education level, and labor force participation are examined. The EGIT provides data on domestic tourism expenditure for the 24 main cities of the country and metropolitan areas and is carried out annually. It is currently being redesigned by DANE.

The EVI characterizes the trips made by non-resident visitors entering the country and by Colombian residents traveling abroad, collecting data on travel motivations, duration, type of lodging, and related expenditures. This survey is applied at the main international airports of the country, including El Dorado in Bogotá, and annual results are obtained. It is also currently undergoing a redesign process by DANE.

As for the EMA, it is a statistical survey that makes it possible to obtain information on the behavior of establishments providing

lodging services at the national and regional level through indices, variations, and indicators of the tourism sector. This survey is conducted monthly and provides detailed lodging information for Bogotá, including occupancy rates and the most in-demand types of lodging.

Finally, regarding employability in the tourism sector, information is available from the Gran Encuesta Integrada de Hogares (GEIH) [Large Integrated Household Survey], a statistical operation conducted by the National Administrative Department of Statistics (DANE). The organization of the information is divided into three sectors as follows:

- \* **Direct sectors:** Lodging and Travel Agencies.

- \* **Related sectors:** Food and beverages, Congresses, Fairs and Conventions, and Entertainment.

- \* **Transport sectors:** Air and Land.

Based on this organization, the Tourism Observatory carried out its own calculations to disaggregate employment information in the sector, obtaining weights to estimate the participation of the employed people in the following economic activities:

- \* **Transport sector:** Ground transport (weight: 13.9).

- \* **Related sectors:** Food and beverages (weight: 10.4); Congresses, Fairs, and Conventions (92.0); and Entertainment (44.2).

- \* **Remaining sectors:** Maintain the participation of 100.0% of workers for data processing.

## 2.4 Stakeholders in the Process

The Bogotá Tourism Observatory, throughout its processes of collecting, analyzing, and disseminating information, has consolidated a set of stakeholders whose decisions and strategies are directly informed by its outputs.

First, the internal actors of the District Institute of Tourism—especially the Sub-directorate of Marketing and the Sub-directorate of Development and Competitiveness—are the main clients of the Observatory, since they periodically use its data and publications to design campaigns, projects, and policies for strengthening the city's tourism offer.

Illustration 2. Stakeholders of the Bogotá Tourism Observatory

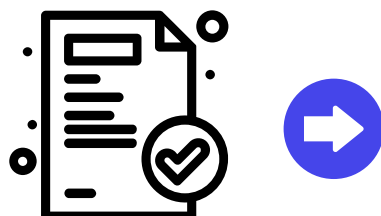


Second, among the external stakeholders are public and private entities, as well as the academic sector. In the public sphere, the District Secretariat of Economic Development constantly exchanges information with the Observatory and relies on its studies to support the city's economic development plans. In addition, the Observatory is advancing in its institutionalization process with the District Planning Secretariat, aligning itself with the technical guidelines of the District Observatory Network.

Finally, in the private sector, the Observatory collaborates with trade associations and business groups to establish protocols for collecting primary information and carrying out field operations. Thanks to this alliance, censuses have been conducted in sectors such as gastronomy, lodging, and travel agencies, as well as measurements of city events. In this way, the Observatory ensures that its products respond to the needs of all the actors involved, fostering inclusive governance of tourism information.

## 2.5 Products and Resulting Documents of the Bogotá Tourism Observatory

During 2023 and 2024, the Bogotá Tourism Observatory published 100 publications on its website, including research studies, analyses, measurements, bulletins, among others, which are available for consultation (<https://observatorio.idt.gov.co/>).



| Document type           | Number of publications |
|-------------------------|------------------------|
| Research                | 2                      |
| Studies                 | 15                     |
| Measurements            | 18                     |
| Newsletters             | 24                     |
| Reports                 | 6                      |
| Current situation notes | 7                      |
| Market segments         | 21                     |
| Dashboard               | 4                      |
| Geo-viewer              | 1                      |
| <b>TOTAL</b>            | <b>98</b>              |

Source: IDT – Tourism Observatory

During 2023 and 2024, various documents and products were developed, highlighting the following:

- \* **Travelers in Bogotá Survey 2024**
- \* **Travelers in Bogotá Survey 2023**
- \* **How is Bogotá's hotel supply?**  
**General characterization of hotels**
- \* **Study of the labor market in the tourism sector in Bogotá (2015–2024)**
- \* **City Events at the Park 2024**
- \* **Behavior of Bogotá's Gross Domestic Product (Focus on lodging and food services, first quarter 2024)**
- \* **Employment in lodging and food services: moderate growth in Bogotá and national consolidation**

Likewise, new tools have been implemented, such as control panels or dashboards deployed through the Power BI platform, which allow the presentation and visualization of collected data or data from secondary sources, and make it possible to conduct analyses and monitor the main indicators of interest to the Observatory, such as flows of national and international tourists, economic variables, among others, which become inputs for decision-making.

As mentioned previously, the Observatory also has a geo-viewer that contains georeferenced information, processed under concepts of statistics and spatial analysis, in order to obtain information about the spatio-temporal relationships of different levels of information, thereby achieving both a global and localized characterization of the territory.

The geo-viewer includes:

- ✱ **City indicators**
- ✱ **Tourists in Bogotá**
- ✱ **Tourism service providers**
- ✱ **Tourist attractions**
- ✱ **Geo-viewer**

As of the date of this report, the Tourism Observatory had produced more than 450 result documents, which are available on the SITBOG microsite. There, information is highlighted concerning the *Travelers Survey* (from 2010 to 2022), the *Tourism Statistics Bulletin* (from 2004 to 2022), supply and demand studies (from 2010 to 2022), infographics, maps, measurements, among others. The microsite provides research results, studies, measurements, bulletins of statistics, data, and tourism sector figures to the general public for free consultation by citizens, trade associations, and stakeholders.

## 2.6 Bogotá: Smart Tourist Destination

Bogotá has moved from planning to action by consolidating itself as a Smart Tourist Destination (DTI), an internationally recognized strategy for its comprehensive approach to managing tourist destinations, integrating principles of sustainability, technology, innovation, accessibility, and governance in tourism management. In 2023, the city was certified by SEGITTUR —the Spanish entity that pioneered this methodology— as a DTI, becoming the first capital city in the country to achieve this distinction. It is currently in the process of renewing this distinction in 2025, reaffirming its commitment to continuous improvement and the digital transformation of tourism.

The DTI model, developed by SEGITTUR, proposes a new way of managing destinations by integrating technological tools and participatory methodologies that strengthen the visitor experience, improve residents' quality of life, and guarantee environmental sustainability. Bogotá adopted this methodology in 2021, and through a process of technical diagnosis, inter-institutional roundtables, and progressive action plans, in 2023, achieved 82.5% compliance with the requirements, which allowed it to obtain the official DTI certificate.

The strategy is structured around five fundamental axes:

- 1. Governance:** Promotes the participation of public and private actors in collaborative, transparent, and efficient tourism management. Bogotá has crea-

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<sup>3</sup> SEGITTUR. Smart Tourist Destinations. State-owned Enterprise for the Management of Innovation and Tourism Technologies. Retrieved April 24, 2025, from: <https://www.segittur.es/en/smart-tourism-destinations/>

ted bodies such as the DTI Monitoring Committee and the District Tourism Advisory Council, which articulate the sector's strategic decisions.

**2. Innovation:** Promotes the development of innovative tourism products and services that respond to local needs. The city implemented a Social Innovation Plan led by the District Institute of Tourism (IDT) and supported by the entrepreneurial and academic ecosystem.

**3. Technology:** Strengthens knowledge of the destination using digital platforms, data intelligence, and tools such as IDECA (Bogotá Spatial Data Infrastructure), Chatico (virtual assistant), and tourism information systems that improve the visitor experience.

**4. Sustainability:** Promotes actions for the efficient use of resources, sustainable mobility, circular economy, and fair employment, integrating policies such as Sustainable Production and the development of green businesses.

**5. Accessibility:** Ensures inclusive tourism through improvements in infrastructure, signage, digital services, and programs such as the District Accessible Tourism Network, which brings together providers committed to inclusion.

Based on its local experience, Bogotá recognized the need to expand the model with two additional axes:

**Security:** Aimed at implementing strategies for comprehensive risk management, civil protection, and urban resilience, essential for ensuring visitor confidence and citizen well-being.

**Tourism Competitiveness:** Seeks to strengthen profitability, differentiation, and sustainability of companies in the

sector, promoting quality standards, business strengthening, and value chain articulation.

This adaptation of the model reflects Bogotá's commitment to a contextualized strategy sensitive to its urban and social challenges, aligning with the objectives of responsible and sustainable tourism.

In November 2023, the Bogotá Council officially adopted the DTI model through Agreement 921, consolidating the city's tourism policy as a public policy. This instrument seeks to ensure the sustainability of the strategy over time, promoting tourism development using innovative technologies, intersectoral articulation, and citizen participation.

The process of renewing the DTI distinction in 2025 is included in the District Development Plan 2024–2027, which establishes as a goal the creation of tourism products that ensure Bogotá's permanence in the Smart Tourist Destinations Network. The city is currently advancing in the execution of an action plan with 65 commitments, integrating district sectors such as Environment, Mobility, ICT, Culture, and Security.

For INSTO, Bogotá's membership in the DTI network not only reflects the city's commitment to monitoring sustainable tourism and generating data for decision-making but also positions the capital as an international benchmark in tourism transformation based on evidence, innovation, and multisectoral co-responsibility. Bogotá's DTI model strengthens destination management and complements the principles of measurement, monitoring, and evaluation promoted by INSTO worldwide.

4 Bogotá Council. (2023). Agreement 921 of 2023: By which the Smart Tourist Destinations model is adopted in Bogotá and other provisions are issued. Retrieved from: <https://www.alcaldiabogota.gov.co/sisjur/normas/Norma1.jsp?i=151177>

# 3

## Sustainability Indicators of the Bogotá Tourism Observatory

The Bogotá Tourism Observatory monitors the key areas established by INSTO for its members through sustainability indicators, with 65 such indicators being tracked. To date, each of these 65 indicators has its corresponding detailed profile that includes its definition, objective, precise source of information, periodicity, formulation, and the SDG to which it contributes. The sustainability indicators related to the key monitoring areas within the INSTO framework are presented below:

### 3.1 Accessibility

In the analysis of the accessibility area, the focus is on ensuring that tourism activities can be enjoyed by all people, under equal conditions and with autonomy, highlighting indicators such as the number of direct inbound flights to the destination and the number of passengers transported on direct inbound flights. These indicators are informed by databases from Aerocivil are used, which contain data related to the commercial operation of all airline routes conducted during a given month. Flows of departures and passengers transported from the Bogotá Transportation Terminal are also analyzed, using administrative records of vehicle and passenger flows.



Other indicators reflect the different infrastructures available in the destination, measured by public space for pedestrian mobility and inclusive cycling mobility, kilometers of road network in good condition, public parks, installed tourist signs, and tourist information points. Likewise, the inclusion of different population groups in the city's tourism flows is measured through two specific indicators: the number of tourists visiting the city who are women, and the number of tourists who visit the city and self-identify as part of the LGBTI population.

### **Highlighted Indicators**

Among the indicators highlighted for their relevance in measuring the city's tourism flows is the participation of women in tourism in Bogotá in terms of demand, with data on female tourists disaggregated for each of the two main subpopulations (national and international). During 2024, there were 958,442 international women tourists in the

city. This indicator, compared to 2023, showed a significant increase, since in the previous year this figure reached 651,501 women. As for national tourists, an increase was also observed, with a total of 6,235,683 in 2024, compared to 5,937,413 national women tourists in Bogotá in 2023, showing an increase of nearly 300,000 national tourists between the two years.

In 2024, 15,580,410 passengers were transported through the Bogotá Transport Terminal, an increase of 1.63% compared to 2023, when 15,330,786 passengers were mobilized. On the other hand, according to Aerocivil data, the flight supply to Bogotá in 2024 reached 172,408, representing an increase of 14.0% over the previous year. Of these, 118,514 were domestic flights and 53,894 international flights, while the number of passengers reached 22,601,451, an increase of 16.4% compared to 2023.

Table 3. Indicators corresponding to the Accessibility dimension.

|  <b>ACCESSIBILITY</b> |
|----------------------------------------------------------------------------------------------------------|
| Number of departures from the transport terminal                                                         |
| Number of direct inbound flights to the destination                                                      |
| Number of passengers transported through the transport terminal                                          |
| Number of passengers transported on direct inbound flights to the destination                            |
| Public space for pedestrian mobility circulation                                                         |
| Public space for inclusive cycling mobility circulation                                                  |
| Number of TransMilenio stations in the city                                                              |
| Percentage of kilometers of road network in good condition that the city has                             |
| Number of public parks in the city                                                                       |
| Free internet access points in the city                                                                  |
| Number of tourist signs installed per locality                                                           |
| Number of tourists who visit the city and are women                                                      |
| Number of tourists who visit the city and self-identify as part of the LGBTI population                  |
| Number of tourist information points                                                                     |

## 3.2 Climate Action

Commitment to environmental sustainability implies taking an active role in the face of the challenges of climate change. Within the framework of the INSTO network, this thematic area allows to observe how tourist desti

nations incorporate measures to mitigate their environmental impact, promote the responsible management of natural resources, and adapt their urban and social structures to increasingly frequent and intense climate phenomena. Through a comprehensive set of variables, aspects such as the conservation of strategic ecosystems, the promotion of tourism in natural areas, the supply of low-emission transport, and the territory's green infrastructure are monitored.

In Bogotá, this set of variables also includes the adoption of sustainable practices by visitors, the strengthening of active mobility, the reduction and monitoring of greenhouse gas emissions, air quality, the spatial distribution of tourism flows, and equitable access to essential services. These dimensions, managed by different district and national entities, not only make it possible to measure the environmental performance of the destination, but also to align public policies and sectoral strategies with the principles of climate sustainability, in line with the Sustainable Development Goals and international commitments on climate change.

### **Highlighted Indicators**

Reducing greenhouse gas emissions is an essential component in the fight against

Table 4. Indicators corresponding to the Climate Action dimension



## CLIMATE ACTION

- Number of protected areas in the District Protected Areas System
- Percentage of tourist attractions with natural heritage
- Percentage of tourists who carry out nature-based tourism activities
- Percentage of tourists who use sustainable means of transport during their visit to the city (public transport, bicycle)
- Kilometers of bike lanes in the city
- Main ecological structure (square meters of public space per inhabitant)
- Average number of daily bicycle trips by residents
- Total greenhouse gas emissions in the city
- Greenhouse gas emissions – airport Scope 1 CO<sub>2</sub>eq emissions
- Greenhouse gas emissions – airport Scope 2 CO<sub>2</sub>eq emissions
- Air quality sub-index
- Number of beds per km<sup>2</sup>
- Number of beds in the destination within 30 minutes of the main convention center

climate change. For the year 2022, Bogotá reported a total of 9,832,799.88 tons of CO<sub>2</sub> equivalent emitted, with significant contributions from sectors such as transport (4,037,921.85 tons CO<sub>2</sub> eq), energy in buildings (3,778,506.47 tons CO<sub>2</sub> eq), solid waste disposal (1,853,291.85 tons CO<sub>2</sub> eq), and wastewater treatment (163,079.71 tons CO<sub>2</sub> eq). This information, managed by the District Secretariat of Environment, establishes a baseline to monitor progress in urban decarbonization and allows for accurately evaluating the impact of public policies on the destination's sustainability.

The consolidation of a safe and extensive urban network for bicycles is a key strategy for reducing emissions and promoting sustainable mobility habits. As of June 2024, Bogotá had a bikeway network of 661.1 km, mainly distributed across the localities of Suba (105.1 km), Kennedy (95.6 km), and Engativá (71.5 km), reflecting a sustained effort to integrate the bicycle as an everyday mode of transport. This infrastructure includes sections along arterial, intermediate, and local roads, with bike lanes, exclusive bikeways, and shared spaces, facilitating use both for long routes and for everyday neighborhood-scale trips.

The strengthening of active mobility is also evident in the travel patterns of the city's residents. In 2023, residents recorded an average of 8,000 daily bicycle trips, representing a substantial increase compared to previous years. The average duration of these trips was 77 minutes, and 76% of daily journeys had work as their primary purpose, followed by errands (12%) and social visits (7%). These data reflect that the bicycle is no longer exclusively a recreational mode of transport but has become an essential component of sustainable urban mobility, with positive impacts both on public health and on climate mitigation.

### 3.3. Economic Benefits of Tourism

The analysis of the economic benefits of tourism aims to quantify the financial and productive contributions generated by tourism activity in a destination. Through indicators such as the tourism competitiveness index, the percentage of income relative to value added, and price trends in key sectors (food, leisure, transport), it is possible to evaluate the capacity of tourism to stimulate the local economy. Moreover, the measurement of supply—number of service providers, tourist attractions, available beds, and academic programs—helps identify growth opportunities and gaps in the sector's infrastructure and human capital.

In Bogotá, these indicators provide a comprehensive overview of tourism performance and its contribution to the city's economic development. By combining occupancy data (average nights per tourist, beds per 100 inhabitants) with daily spending in dollars and expenditure distribution, a detailed picture of the flow of foreign currency and its impact on different sub-sectors (lodging, gastronomy, transport) is obtained. This information is essential for designing public policies and business strategies that strengthen competitiveness, attract investment, and optimize the tourism supply in line with the objectives of district economic development.

#### **Highlighted Indicators**

First, the Bogotá Tourism Competitiveness Index reflects the city's evolving ability to attract and satisfy visitors in an increasingly demanding environment. In fact, starting from a value of 7.12 in 2017, the index experienced sustained growth, reaching 8.0 in 2023 and remaining at that level in 2024. This continuous progress is directly associated

with improvements implemented in connectivity, services, and destination promotion, confirming the effectiveness of the modernization and tourism positioning policies implemented by the IDT.

Likewise, the analysis of the number of tourism service providers reveals the sector's resilience and dynamism in the face of disruptions. Specifically, the figure fell from 5,219 in 2019 to 4,508 in 2020 due to restrictions during the pandemic. However, starting in 2021, it began a rapid recovery, reaching 13,968 providers in 2024. This strong rebound highlights investor confidence, the diversification of supply, and the adaptability of tourism stakeholders,

factors that positively influence job creation and the city's economic recovery.

Finally, the average daily tourist expenditure is a key indicator for measuring the flow of foreign currency and the economic impact on local subsectors. In this regard, average spending rose from USD 93 in 2021 to a peak of USD 128.5 in 2023, before stabilizing at USD 102 in 2024. This moderation, after the 2023 peak, can be interpreted as the result of pricing strategies and promotional packages aimed at expanding accessibility without undermining total revenue generated, as well as a greater balance between leisure and business tourism.

Table 5. Indicators corresponding to the Economic Benefits of Tourism dimension



## ECONOMIC BENEFITS OF TOURISM

- Tourism Competitiveness Index for Bogotá
- Percentage of income generated by tourism in relation to the value added generated in the destination
- Percentage of increase/decrease in sector prices (food, leisure, transport)
- Number of tourism service providers in Bogotá
- Number of tourist attractions in the destination
- Number of universities, technical, and technological institutions that offer tourism programs in the city
- Number of cultural heritage assets of material nature in the city
- Number of beds by type of subsector
- Number of beds per 100 inhabitants
- Average number of nights tourists stay overnight in the city
- Average daily tourist expenditure per tourist in US\$
- Distribution of tourist expenditure

### 3.4. Employment

Bogotá plays a fundamental role in the Colombian labor market, accounting for around one-third of the country's total employed population. It is also worth noting that the tourism industry in Bogotá strengthens cultural and social development at all levels across the city's localities, demonstrating a close relationship with the socioeconomic progress of destinations.

Consequently, an analysis of different labor market indicators in the tourism sector in Bogotá allows to understand the behavior and main characteristics of employment in the city's tourism industry. It details the evolution of employment across three sectors: direct (lodging and travel agencies), related (food, beverages, culture, and events), and transport (air and land). It makes it possible to measure employment, informality, and underemployment, as well as to characterize workers and the quality of employment. This analysis of labor market behavior in Bogotá's tourism sector is carried out using data collected by the Gran Encuesta Integrada de Hogares (GEIH) [Large Integrated Household Survey], conducted by the National Administrative Department of Statistics (DANE).

#### Highlighted Indicators

According to disaggregated data from the Gran Encuesta Integrada de Hogares (GEIH) conducted by DANE, for Bogotá's tourism sector, during 2024 tourism in Bogotá registered a monthly average of 107,533 jobs, representing 2.5% of total employment in the city. Meanwhile, in 2023, tourism in Bogotá generated an average of 97,384 monthly jobs, representing 2.4% of total employment. This reflects the growing contribution of tourism to job creation in the city.

During 2024, sectors related to tourism (Food and Beverages, Congresses, Fairs and Conventions, and Entertainment and Culture) accounted for the largest share of employment, with 42.1%, followed by the transport sectors (air and land) with 32.4%, while direct sectors (Lodging and Travel Agencies) represented 25.6%.

The first of these two indicators highlights the importance of the tourism sector within overall employment generated in Bogotá and its year-to-year variation, while the second shows how sectors connected to tourism (Food and Beverages, Congresses, Fairs and Conventions, and Entertainment and Culture) have a greater share in generating tourism-related employment.

Table 6. Indicators corresponding to the Employment dimension



#### EMPLOYMENT

- Proportion between employment in the tourism sector and total employment
- Proportion of jobs generated in subsectors associated with tourism, relative to all sectors
- Percentage of permanent jobs throughout the year
- Ratio of temporary jobs compared to permanent jobs
- Percentage of jobs generated by population group: youth, older adults, women

### 3.5. Tourism Seasonality

Tourism has become one of the most important sectors of the economy in the nation's capital. In recent years, Bogotá has consolidated itself as Colombia's main tourist destination, offering all visitors a wide range of products and services that allow them to enjoy a complete travel experience, meeting the needs of travelers and tourists alike.

It is essential to quantify the total number of tourists arriving each year and analyze the main motivation of travelers who visited Bogotá, as well as the tourism pressure they place on the city and specifically on lodging service providers.

Other indicators that help assess tourism seasonality in the city are related to determining the number of tourists the city receives in relation to the total number of inhabitants, in order to establish the maximum number of people who can visit the destination at the same time without causing physical, economic, sociocultural, or environmental damage. On the other hand, measuring the hotel occupancy rate published by official (government) sources, since higher occupancy levels are associated with higher levels of economic inflows from tourism and make it possible to determine both the seasonality of tourism activity and the accommodation capacity of the destination.

#### Highlighted Indicators

Regarding the number of tourists received by Bogotá, in 2024, the city welcomed a total of 14,074,859 visitors, representing significant growth compared to 2023 and a consolidation of the levels seen in 2019, the year prior to the pandemic. Of this total, 1,871,956 were international tourists, while 12,202,903 were national tourists.

In terms of travel motivation, the main reason for visiting Bogotá was visiting family and friends (38.9%), followed by vacations, recreation, and leisure (22.6%). A total of 10.1% of tourists were motivated by health, wellness, and medical care, while 10% came to the city for business and professional purposes. Likewise, 6.3% traveled for paid work, 2% for education, and another 3.4% for shopping.

Finally, according to figures from the Monthly Accommodation Survey (EMA) conducted by DANE, the accommodation occupancy rate in Bogotá—including hotels, apart-hotels, vacation centers, rural lodging, hostels, and camping areas—reached a monthly average of 61.5% in 2024, representing a 0.2 percentage points decrease compared to the previous year (61.7% in 2023).

Table 7. Indicators corresponding to the Tourism Seasonality dimension



#### TOURISM SEASONALITY

- Number of tourists received by the city
- Percentage of tourists entering the city by reason for travel
- Percentage of tourists received by the city relative to the total number of inhabitants
- Hotel occupancy rate

### 3.6. Solid Waste Management

Proper solid waste management is one of the main challenges for sustainable tourist destinations, given its direct impact on ecosystems, public health, and the image of the territory. Within the framework of the INSTO network, this thematic area seeks to promote responsible consumption practices, strengthen recycling chains, and transition toward a circular economy, especially in urban environments that receive large flows of visitors. Specific indicators monitor the volume of waste generated, utilization rates, and the efficiency of separation, treatment, and recovery strategies.

In Bogotá, three fundamental dimensions have been defined to evaluate this area: the total amount of waste generated in the destination, the percentage of that waste that is utilized or recycled, and the level of utilization at strategic entry points such as the airport. This monitoring helps to identify progress and bottlenecks within the waste management system, as well as to guide public policies and institutional actions toward reducing the environmental impact associated with tourism and urban dynamics in general.

#### Highlighted Indicators

During 2023, the city of Bogotá generated a total of 2,667,955 tons of solid waste, a figure that, although it represents a slight reduction compared to the previous year, highlights the magnitude of the challenge in terms of

collection, transport, final disposal, and treatment. This volume, comparable to last years, reflects the need to continue strengthening urban planning and comprehensive waste management mechanisms, especially during peak tourist seasons when consumption and waste generation tend to increase.

Concerning progress in waste utilization, in 2023, the city reported that 18.6% of the total waste generated was recovered through recycling, recovery, or valorization processes. Although this value is still far from the target of full utilization, it represents sustained growth compared to the 15.4% recorded in 2018. The results highlight the consolidation of institutional and citizen capacities to sort waste at the source and facilitate its reintegration into new production chains, which contributes to reducing pressure on landfills and to promoting circular economy models in urban settings.

Finally, in the case of the airport—a key point of waste generation and management in the tourism context—a 79% utilization of waste was reported in 2023. This percentage reflects the efficient management of materials such as plastics, cardboard, paper, metals, food waste, and construction waste through conveyor belt separation, composting, and recycling processes. This performance level not only surpasses the city's average figures but also positions the airport terminal as an exemplary actor in adopting circular economy practices in major mobility infrastructures associated with tourism.

Table 8. Indicators corresponding to the Solid Waste Management dimension



#### SOLID WASTE MANAGEMENT

Volume of waste produced annually in the city (tons)  
Percentage of solid waste utilized in the destination  
Percentage of solid waste utilization at the airport

### 3.7. Water Management

Efficient water resource management is crucial to ensure the sustainability and resilience of tourist destinations in the face of growing pressure on water supply systems and quality. Within INSTO, water management indicators allow to evaluate both availability and supply security, as well as risks associated with potability. Metrics such as average per capita consumption, the water quality risk index for human consumption, and extracted volumes across all zones help monitor the effectiveness of policies for saving, treatment, and distribution of water.

In Bogotá, these indicators provide a clear picture of the challenges and progress in urban and tourism water management. Monthly water consumption per user serves to identify usage patterns and efficiency opportunities; the quality risk index warns of possible threats to the health of residents and visitors; and the measurement of total extraction in cubic meters facilitates balancing human demand with watershed conservation. With this information, district entities can design integrated resource management strategies, promote reuse technologies, and align their actions with the Sustainable Development Goals and the city's water security targets.

#### **Highlighted Indicators**

First, average per capita water consumption

measures the pressure of domestic and tourism use on the water resource. In Bogotá, this indicator showed slight fluctuations, going from 10.64 m<sup>3</sup>/user-month in 2021 to a peak of 10.90 m<sup>3</sup> in 2023, before dropping to 10.08 m<sup>3</sup> in 2024. This decline is largely explained by the water rationing strategy implemented by the Bogotá Mayor's Office starting April 11, 2024. The city was divided into 9 zones, each with 24-hour water restrictions rotating every 10 days. This measure has succeeded in reducing water consumption and ensuring long-term supply.

Likewise, the water quality risk index evaluates the vulnerability of the supply to contaminants and failures in treatment systems. After fluctuating around 0.38% in 2021–2023, the index rose to 1.01% in 2024, signaling an increase in quality alerts. This rise highlights the need to strengthen potability controls and investments in treatment infrastructure to safeguard the health of residents and visitors.

Lastly, total water extraction quantifies the volume captured from surface and groundwater sources. From 577,675 m<sup>3</sup> in 2021, the volume extracted grew to 891,800 m<sup>3</sup> in 2023, showing an upward trend in water demand. This behavior underscores the importance of implementing integrated watershed management and promoting reuse technologies to ensure the resource's long-term availability.

Table 9. Indicators corresponding to the Water Management dimension



#### **WATER MANAGEMENT**

Average monthly per capita water consumption per user  
Water quality risk index for human consumption  
Water extraction from all zones (m<sup>3</sup>)

### 3.8. Energy Management

The analysis of energy management in tourist destinations aims to evaluate the efficiency and sustainability of energy use, as well as the transition toward clean sources that reduce the carbon footprint. Using indicators such as the city's average annual kilowatt-hour consumption and the proportion of energy from renewable versus non-renewable sources, the energy performance of the urban system is monitored. The energy intensity metric—relating consumption to the level of economic activity or visitor flow—helps identify opportunities for optimization and savings in tourism and industrial infrastructure.

In Bogotá, these indicators provide key information to guide efficiency policies and the promotion of clean energies. Average annual consumption reveals demand trends and possible seasonal peaks associated with tourism. The comparison between renewable and non-renewable energy consumption makes it possible to track the energy transition and compliance with environmental goals. Finally, the energy intensity ratio helps evaluate the effectiveness of management measures, encouraging the adoption of low-consumption technologies and the design of incentives to reduce the environmental impact of the tourism sector, in line with district and national sustainability commitments.

#### Highlighted Indicators

First, average annual electricity consumption reflects the overall demand of the urban and tourism system. In Bogotá, this indicator rose from 1,200 GWh in 2021 to 1,350 GWh in 2023, before stabilizing at 1,320 GWh in 2024. This slight decline after the 2023 peak suggests progress in energy efficiency and the adoption of saving technologies, although it may also reflect changes in economic activity and hotel occupancy patterns.

Likewise, the measurement of energy from renewable sources reflects the degree of transition toward a low-carbon model. Renewable consumption rose from 150 GWh in 2021 to 260 GWh in 2024, showing sustained growth in the incorporation of solar, wind, and biomass energy. This increase reflects both policies promoting clean energy projects and private investment in renewable infrastructure, consolidating the city's commitment to decarbonization.

Finally, the energy intensity ratio relates energy consumption to the economic value generated by tourism, serving as an indicator of resource-use efficiency. In 2022, the ratio was 0.45 kWh/USD, improving to 0.38 kWh/USD in 2024. This reduction indicates that the city produces more tourism value per unit of energy consumed, thanks to initiatives such as modernization of lighting, efficient climate control, and the implementation of green standards in hotels and attractions.

Table 10. Indicators corresponding to the Energy Management dimension



#### ENERGY MANAGEMENT

Average annual consumption (kWh) in the city  
Non-renewable energy consumption (GL)  
Renewable energy consumption (GL)  
Energy intensity ratio

### 3.9. Governance

Strong tourism governance is essential to guarantee the sustainability of the destination, ensure the active participation of key stakeholders, and foster transparent and efficient management. Within the framework of the INSTO network, this axis makes it possible to evaluate the destination's institutional capacity to coordinate actions, allocate resources, foster citizen participation, and implement evidence-based public policies. The associated indicators make it possible to observe both structural aspects—such as the budget allocated and the number of associations linked to the sector—and elements of interaction with citizens and the digital ecosystem.

In Bogotá, variables include the number of associations linked to tourism, the budget allocated to the governing entity, the reach and interaction on institutional social media, the number of users on the official website, and the production of specialized content by the Tourism Observatory. This monitoring makes it possible to analyze the level of coordination between public and private actors, as well as the effectiveness of tourism information dissemination, accountability, and trust-building with stakeholders. Moreover, it helps identify gaps in communication and institutional management, which are key to strengthening an open, collaborative, and sustainability-oriented governance model for tourism.

#### *Highlighted Indicators*

The strengthening of tourism institutions is reflected in the sustained increase in the public budget allocated to this sector. In 2024, 28,202 million pesos were appropriated for the development of Bogotá's institutional tourism mission, representing a cumulative growth of 71% compared to the allocation recorded in 2019. This increase has made it possible to consolidate strategic actions in promotion, information, sustainability, and governance, as well as to expand the operational reach of the District Institute of Tourism. The positive trend highlights the commitment of the district government to strengthening the sector as a driver of economic and social development.

Meanwhile, the presence of associations linked to the tourism sector has remained stable in recent years, with eight active associations representing different subsectors of the tourism ecosystem, such as hospitality, travel agencies, gastronomy, transportation, amusement parks, and responsible tourism. This sectoral articulation is essential to consolidate a shared agenda, presenting the sector's needs to public authorities, and creating spaces for technical and institutional collaboration. The stability of this network of actors ensures the maintenance of permanent dialogue channels and the construction of governance from a participatory and multisectoral perspective.

Table 11. Indicators corresponding to the Governance dimension

|  <b>GOVERNANCE</b>                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Number of associations linked to tourism</p> <p>Budget allocated to the tourism governing entity (millions of pesos)</p> <p>Variation rate of user reach on social media</p> <p>Variation rate in the number of interactions and actions that a post receives on social media</p> <p>Variation rate of IDT followers on social media</p> <p>Number of users on the website</p> <p>Number of publications produced by the Tourism Observatory (OTB) and publications projected during the year</p> |

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