



Parker Russell
Colombia

TAX COMMITTEE

4 June 2025 – Colombia

LATAM REGIONAL FORUM

5 & 6 June 2025 - Colombia

DESTINATION

Barranquilla, also known as “La Arenosa” or “Curramba la Bella” is one of Colombia’s main cities and a key tourist destination for both locals and foreigners.

Barranquilla has been the birthplace of international stars such as Shakira (singer), Edgar Rentería (baseball player), Paulina Vega (Miss Universe), Sofía Vergara (actress) and Silvia Tcherassi (fashion designer).

With an area of 154 kilometers, it is home to more than one million people, known for their spontaneity and joy, characteristic of Caribbean people. The city’s economy is driven by four key sectors: industry, services, commerce, and transportation.

Thanks to its privileged geography, Barranquilla, the capital of Atlántico, has one of the country’s most important ports. For this reason, the city is also known as “Colombia’s Golden Gate.” This has enabled it to position itself as a city with high potential for economic and industrial development.

Barranquilla’s Carnival is the country’s most important popular festival where the cheerful and creative spirit of our people is most vividly expressed, reinforcing our Caribbean identity. The Carnival is celebrated in February or March, before Ash Wednesday.

Barranquilla hosts top-level sports events and is considered the home of the Colombian National Football Team.



ACCOMODATION

CROWNE PLAZA

A HOTEL ING



It is one of the 18 brands of the Intercontinental Hotels Group. Located in Barranquilla, it offers a modern and avant-garde hospitality concept for high-level guests who wish to experience something different, exclusive, and comfortable from start to finish.

Strategically located in the Riomar area, the best commercial and residential zone in Barranquilla, on Cra. 57 with Calle 99ª-65 in the Torres del Atlántico executive complex, Crowne Plaza Hotel is just 30 minutes from Ernesto Cortizos Airport. It is 3 minutes away from shopping malls and other essential amenities such as pharmacies, clinics, nightclubs, clothing stores, banks, supermarkets, among others.

ROOM RATES

From June 2 to June 6 – rates in USD

DISCOUNT CODE: PARKER RANDALL-2025

| Room type | Rate 2 jun | Rate 3 jun | Rate 4 jun | Rate 5 jun | Rate 6 jun |
|-----------|------------|------------|------------|------------|------------|
| Standard | \$ 90 | \$ 244 | \$ 366 | \$ 90 | \$ 90 |
| Deluxe | \$ 139 | \$ 317 | \$ 488 | \$ 139 | \$ 139 |
| Suites | \$ 175 | \$ 366 | \$ 561 | \$ 175 | \$ 175 |

Subject to availability

- These rates do not include VAT. Foreign companies and individuals are exempt from VAT if their passport entry stamp confirms it.
- Rates apply for 1 or 2 people, an additional \$25 USD charge plus VAT applies from the third person onwards.
- June 3 and 4 rates are considered high season due to the World Cup qualifier match COLOMBIA VS PERU taking place in the city. Therefore, these rates are different.
- **Discount code: PARKER RANDALL-2025.**

Reservation includes:

- Buffet breakfast
- Free Wi-Fi
- Access to the Pool, Gym and Turkish Bath
- Private parking (subject to availability)
- Brand-new luxury facilities
- Spacious work areas in all rooms

Reservation procedure:

- The rates in this quote are valid until April 26, 2025. After this date, they may change depending on hotel availability and demand.

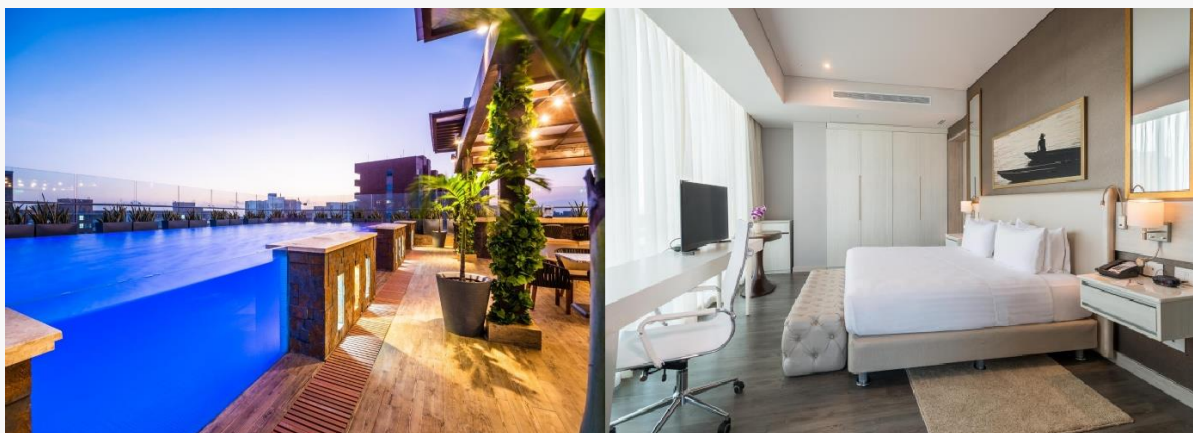
You may call the coordinator **Dayana Gutiérrez** directly

Phone number +57 304-481-6809,

Or via email

comercial3@cpbarranquilla.com

mention the **DISCOUNT CODE.**



PLACES TO VISIT

CAIMAN DEL RIO

Caimán del Río is a unique space offering Barranquilla its first gastronomic market facing the Magdalena River, with an open-kitchen dining experience under a single concept.



MALLORQUÍN'S CIENAGA

A coastal lagoon and wetland ecosystem that is part of the 2.250 km² of the northern alluvial floodplain of the Magdalena River.

Mallorquin Cienaga is the only ecosystem of its kind within the Barranquilla District. Its biological importance lies in its mangrove ecosystem, sandy, beaches, and integrated seabeds that provide essential ecological and hydrobiological resources such as fish, oysters, chipi chipi and snails.



SHAKIRA'S STATUE

A sculpture in honor of Shakira, the most prominent artist born in the magical Caribbean corner of Colombia. It is a well-deserved recognition of her artistic career and the love she has for her hometown, where the Magdalena River meets the Caribbean Sea.

Other places near Barranquilla

Santa Marta

Just about 1 hour and 20 minutes away, you can visit the wonderful Santa Marta, located on the Caribbean Sea. It serves as a gateway for excursions to Tayrona National Park and multi-day guided tours to the archaeological site of the Lost City (Teyuna) in the Sierra Nevada de Santa Marta mountains.



Cartagena

Less than 2 hours away, you can discover Cartagena de Indias, a jewel of universal heritage. 'La Heroica,' as it is called, is surrounded by archipelagos and islands that serve as true paradises for relaxation.



What can you do in Barranquilla?

The city offers a wide variety of recreational and cultural activities to enjoy.

You can explore more about the city's culture and art at the Caribbean Museum and the Barranquilla Museum of Modern Art, which houses works by important artists such as Fernando Botero, Karel Appel, Ángel Loochkartt, Enrique Grau, Alejandro Obregón, Salvador Dalí, among many others.

Other places of interest include Mallorquín Ciénaga, Bocas de Ceniza, the River Walkway (Malecón), the Shark's Fin, Shakira's Statue, and the Window to the World. Near Barranquilla, you'll find Puerto Colombia, which offers an interesting selection of beachfront hotels and sites such as the Pier at the Sea Walkway and the Window of Dreams.

Regarding gastronomy, Barranquilla offers delicious dishes thanks to its cultural mix with Caribbean influences. You can enjoy typical dishes such as sancocho de guandú with salted meat, yuca buns, and fruit-based drinks like corozo, tamarind, sapote, and níspero.