

## **Colombia Events Market Report and Forecast 2025-2034**

Market Report | 2025-05-28 | 116 pages | EMR Inc.

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### **Report description:**

The Colombia events market size is projected to expand at a CAGR of 9.90% between 2025 and 2034.

As per the Colombia events market analysis, hybrid events have become a prominent trend in the market as they offer the opportunity to reach a wider audience and enhance accessibility. By utilising a hybrid format, event organizers can optimise participation by accommodating both physical and virtual attendees, leading to increased revenue and cost efficiency. This shift in approach has become increasingly popular, particularly in the wake of the COVID-19 pandemic, prompting many event organizers and educational institutions to adopt this model to expand their reach.

Event planners are increasingly realising the significance of offering improved customer support, utilising technologies like event management software and mobile event communication apps, among others. Moreover, the growing integration of advanced technologies such as AR and VR, digital ticketing and contactless check-in, drone shows, and many others has transformed the events market, and the way events are planned and executed. Thus, the increasing focus on creating an immersive and unforgettable experience for clients not only enhances customer satisfaction but also boosts positive word-of-mouth marketing, drawing a wider audience to the market.

In October 2022, a healthcare company, Headspace hosted its fourth annual hybrid consortium meeting in Cartagena, Colombia, in collaboration with the World Health Organization. This gathering marked their initial meeting post the COVID-19 pandemic and was conducted in a hybrid format to accommodate various participants joining either in person or remotely, based on their preferences. Similarly, numerous public and private organizations in Colombia are demonstrating a growing interest in hybrid events, which is contributing to the Colombia events market growth.

### **Market Segmentation**

Colombia Events Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

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#### Market Breakup by Event Type:

- Music Concert
- Festivals
- Sports
- Exhibition and Conferences
- Corporate Events and Seminars
- Others

#### Market Breakup by Revenue Source:

- Ticket Sales
- Sponsorship
- Others

#### Competitive Landscape

The market participants are focusing on integrating cutting-edge technologies such as augmented reality and virtual reality to create an immersive experience for the audience.

- Sphera Impacta
- Muisca Travel & Events
- Wink Eventos
- Elite Medellin
- ICONYCA - CELEBRATION PLANNERS
- PartySlate Inc.,
- Hi Cartagena Weddings
- DVEntique
- Others

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