AVIANCA CONNECTS BOGOTA WITH THE CARRIBEAN ISLAND OF BARBADOS

News / Airports / Routes

Looking to offer more and better options for its leisure passengers, **Avianca** announces its new flight between **Bogota**, Colombia and the beautiful Caribbean island of **Barbados** in the Lesser Antilles, starting on December 2nd.

The new Bogota to Bridgetown direct flights, with flying time of just three hours and 10 minutes, will be operated on Wednesdays and Saturdays using Airbus A318 100-seater aircraft. Flights will depart from El Dorado International Airport (BOG) at 2 p.m. and arrive at the Grantley Adams International Airport (BGI) at 6:10 p.m. On the return, flights will leave Bridgetown at 6:55 p.m. and arrive in Bogota at 9:03 p.m.

The flights from Sao Paulo, Brazil; Santiago, Chile; Lima, Peru; Cartagena, Cali y Medellin, Colombia; Buenos Aires, Argentina; Guayaquil, Ecuador; El Salvador, Panama and Mexico, can conveniently access this new flight through the Hub of Avianca in Bogota.

Barbados Tourism Marketing Inc. CEO, William Griffith, said the new service was one welcomed by their Latin America tour operator partners, adding that their joint marketing strategy with

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Avianca and the travel trade will focus on positioning Barbados as an enchanting getaway for families with children and for couples. These promotional efforts will commence in the first week November with a familiarization trip with Avianca's top-producing travel agencies and tour operators. Local industry partners will also conduct a roadshow mid-November to network with key operators in Bogota.

"This service will allow multigenerational travelers and those seeking a romantic getaway to plan three, four or seven-day trips, which we see as critical for the long-term success of this exciting new service. We believe this service will also attract travelers from nearby South American cities seeking a convenient connection to Bridgetown."

The leader Latin American carrier also promises an improved customer experience, added value through their Star Alliance rewards programme and introduces a business class option to travelers from that market.

Barbados will be counting on its more than 113 kilometers of white sandy beaches and turquoise sea, as well as its numerous world-class restaurants and bars, tours within its UNESCO World Heritage site, and a year-round calendar of exciting events to woo visitors to the island.

With the implementation of the Bogotá-Bridgetown flights, Avianca will expand its Caribbean operations, which already include chartered flights to Aruba, Curaçao, Cancun, Punta Cana, Santo Domingo and Puerto Rico.

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