



CARTAGENA THEME PARK

STRATEGIES

Infrastructure

CHALLENGE

Creative and cultural industries

DESCRIPTION

Cartagena must strengthen its tourist offer to position itself as a family friendly location and promote better employment opportunities for locals. Although tourism is one of the main economic sectors of the city, the tourism offer is not as diversified as it should be.

The project seeks to build a theme park either on the island of Tierrabomba or in the northern part of the city that attracts families. This theme park can be built along with the San Jose Galleon project, which can also be found in this portfolio.

KEY PERFORMANCE INDICATORS

- ▶ Increase international city visitors by 15%
- ▶ Generate revenue for the city stream from public and private businesses in Cartagena.





PROJECT LEADER

Secretary of Infrastructure



AGE GROUP BENEFITTED

Children Teenagers Youth

BENCHMARK PROJECT (FOR REFERENCE)

Parque Xcaret in Cancun, Mexico. Xcaret is a water park with over 50 natural and cultural attractions

<https://www.xcaret.com/en/about-xcaret/?langRedirect=1>



CARTAGENA THEME PARK

3

SUSTAINABLE DEVELOPMENT GOAL IMPACTED

1
NO
POVERTY



End poverty in all its forms everywhere in the world

9
INDUSTRY, INNOVATION
AND INFRASTRUCTURE



Build resilient infrastructure, promote sustainable industrialization, and foster innovation

NUMBER OF SDG INDICATORS IMPACTED



Alcaldía Distrital de
Cartagena de Indias



For more information contact:
Ana María González Forero
cooperacion@cartagena.gov.co
+57 3022108442