

Carlos Londoño

Tour Vacation Group



“ I saw an opportunity to enter a market where others didn't see value and serve a low-income sector that represents a large part of the population. ”

COUNTRY	Colombia
INDUSTRY	Consumer
EMPLOYEES	2000+
YEAR SELECTED	2008
WEBSITE	www.tvg.com.co

COMPANY SNAPSHOT

Carlos Londoño founded OnVacation (formerly Tour Vacation Group, TVG) to serve low- and mid-income travelers, focusing on vertically integrated traveling and tourism packages for consumers on a budget. The company operates and manages hotels in destinations across the region – including San Andres, Panama and Amazonas – and sells cost-effective travel deals. For example, one of OnVacation's most popular products is a package to San Andres that covers plane tickets, hotel accommodations and meals, customized to the tastes of each client. The commercialization of the hotels is done through traditional channels, including the use of travel agents and agencies that helps the company boost sales with a network of on-the-ground salesmen.

ENDEAVOR AND TOUR VACATION GROUP

In 2011, Carlos participated in the Endeavor Selection Panel as a panelist where he shared his experiences working with clients from the base-of-the-pyramid sector. In 2012, he was invited to the IMPACT-A program to tell his success story, subsequently participating in the the Entrepreneurship and Competitive program in Latin America (ECLA) to validate OnVacation's expansion strategy. Recently, Endeavor and OnVacation have been working hand-in-hand to help the company strengthen internal processes, define an organizational structure and help Carlos with his personal development as an entrepreneur.