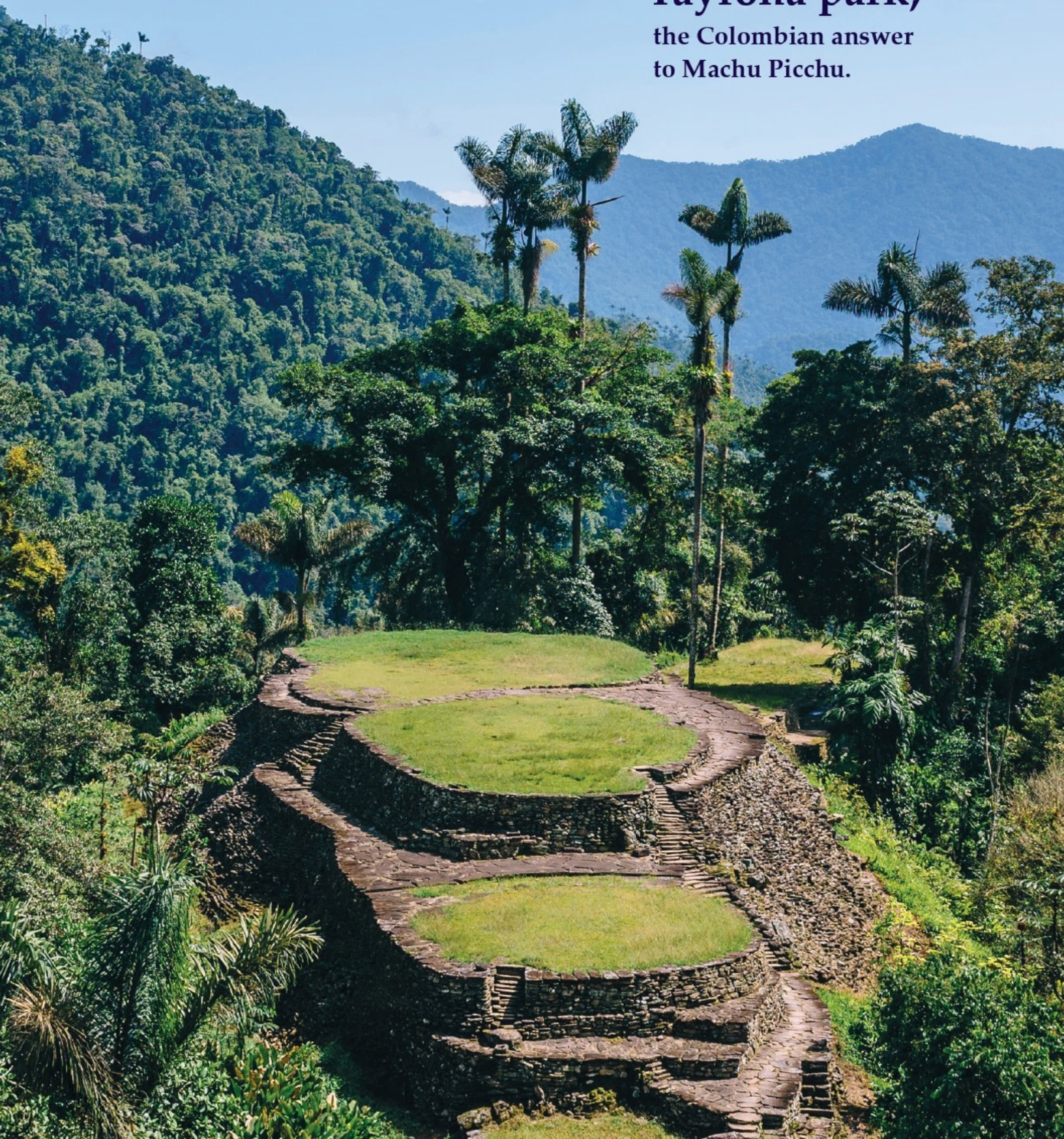


Luxury of lifestyle

A Journey to the most exotic undiscovered destination in the world.

The **Lost City**
& **Tayrona park,**
the Colombian answer
to Machu Picchu.





Invest in yourself. Open your mind to new adventures and find yourself not only in different places, but also in different times. Traveling, one of the best life experiences you can have, means getting to know yourself on a deeper level, away from your familiar surroundings. Add value to your life and become richer in lifestyle experiences by exploring the unknown and “taking the road less traveled”. One of the only places in the world that matches that description to the fullest is “Lost City”, the exclusive Tayrona ruins that will take you back all the way to the early ninth century, with its very limited “walking access”, magical constructions and architecture from a time long gone, and centuries old stone paintings and engravings. Be a witness to the heritage of the Tayronas, what is considered to be the equivalent to Machu Picchu for the Incas. Discover a place only known to a very few, while also discovering yourself and allow Tayrona Capital to be your companion and guide on this wondrous journey and beyond.


Situated on the shores of the Caribbean Sea in Colombia is Santa Marta, known as “La Perla de America” (The America Pearl), where its splendor and grandeur live up to its name. Explore the deep green of its jungle, the magnetic blue of its seas, the intense yellow of the sun and the sand and the contrast of the beaches with the white snow of the Sierra Nevada, the highest coastal mountain in the world, where lies the cradle of the Tayrona culture, an important part of the Colombian cultural identity. The region is not only part of the UNESCO’s list for world heritage sites, declared in 1979 as a Reserve of the Biosphere of Humanity, but also a unique destination in the world, the Tayrona Lost City.

Tayrona Capital is a financial group with an extensive background of over 40 years in the world market, specializing in hospitality, real estate, travel, entertainment and financial ventures, products, services and projects. Tayrona Capital plans to create a strategic investment project, with a business vision focused on promoting the Colombia’s economy, tourism, generating massive employment as well as social welfare. Travel destination made up of luxurious ecological hotels that promote responsible and sustainable tourism, with the intent of preserving the environment and creating within it. Furthermore, Tayrona plans to maximize value through unique lifestyle experiences and services of the highest level and quality possible while allowing the ancestral culture to unify and take place spreading its customs and local values. Luxury travelers value the authenticity and uniqueness of the Tayrona people and location, which makes them want to experience the local culture, food, arts, and traditions.

Among the multiple ethnic groups that inhabit the Lost City, you will find the Kogui, Wiwa, Kankuamos, and Arhuacos; who conceive Santa Marta’s massif as the center of the universe. Out of the same interest, the ethnic groups and Tayrona Capital want to share the beauty of their culture with the world.

Learn how to weave backpacks in fique, wool, and cotton. Carry out activities that generate greater contact and relationship with nature. Promote peace and respect to find perfect harmony as human beings.

One of the strategies that Colombia aims to formalize and implement is sustainable tourism in its natural parks, with full respect and implementation of



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**Being in The
Lost City is the
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international sustainability standards. The Lost City in the Tayrona region is a place with great potential, but difficult to access which add to its charm and appeal. Unlike Machu Picchu, there are no trains or buses that allow travelers to reach its ruins, and the only way to witness its beauty is through a challenging hike that takes several days.

Tayrona Capital plans on implementing ecological cable cars, which will reduce time and effort on reaching the destination, as well as allow the tourists to appreciate the panoramic view of the area accompanied by a specialized guide, capable of providing unique and safe experiences. This transportation means will generate control and will allow the monitoring of the number of tourists visiting the city or planning to do so, therefore preserving the habitat, minimizing the human footprint and conserving the archaeological sites.

Lost City will welcome you from the beginning of your journey while making your entire experience unforgettable and unique. It will embrace you with its endless symphony of sounds generated by Mother Nature herself, and the landscape that has been molded over numerous centuries ensuring nothing could rival it.



A destination that encourages taking a break from the daily routines to awaken tourists' desire to experience personal growth as well as to create memories beyond comparison. Let yourself be dazzled by magical realism, the musical echoes of Tayrona region's fauna, its vast vegetation and its synergistic environment of peace and energy.

Lost City site was founded around 800 AD, some 650 years earlier than Machu Picchu, accessible only by foot, Colombia's Ciudad Perdida (Lost City) is one of the most mysterious ancestral ruins on Earth. The city's terraces and paintings engraved in stone engage far fewer visitors, making it much exclusive and intriguing that even Machu Picchu to explore. The journey to Lost City itself is one of the most extraordinary and challenging hikes in the world and an epic adventure under its remarkable rainforest accompanied by the variety of species that the Tayrona region hosts.

Get ready to embark on the adventure of a lifetime and let Tayrona Capital guide you on every step of the journey.

The Kogi are indigenous ethnic group descendants of the Tayrona culture, an advanced civilization that built many stone structures and pathways in the jungles. Their civilization has continued since the Pre-Columbian era.

