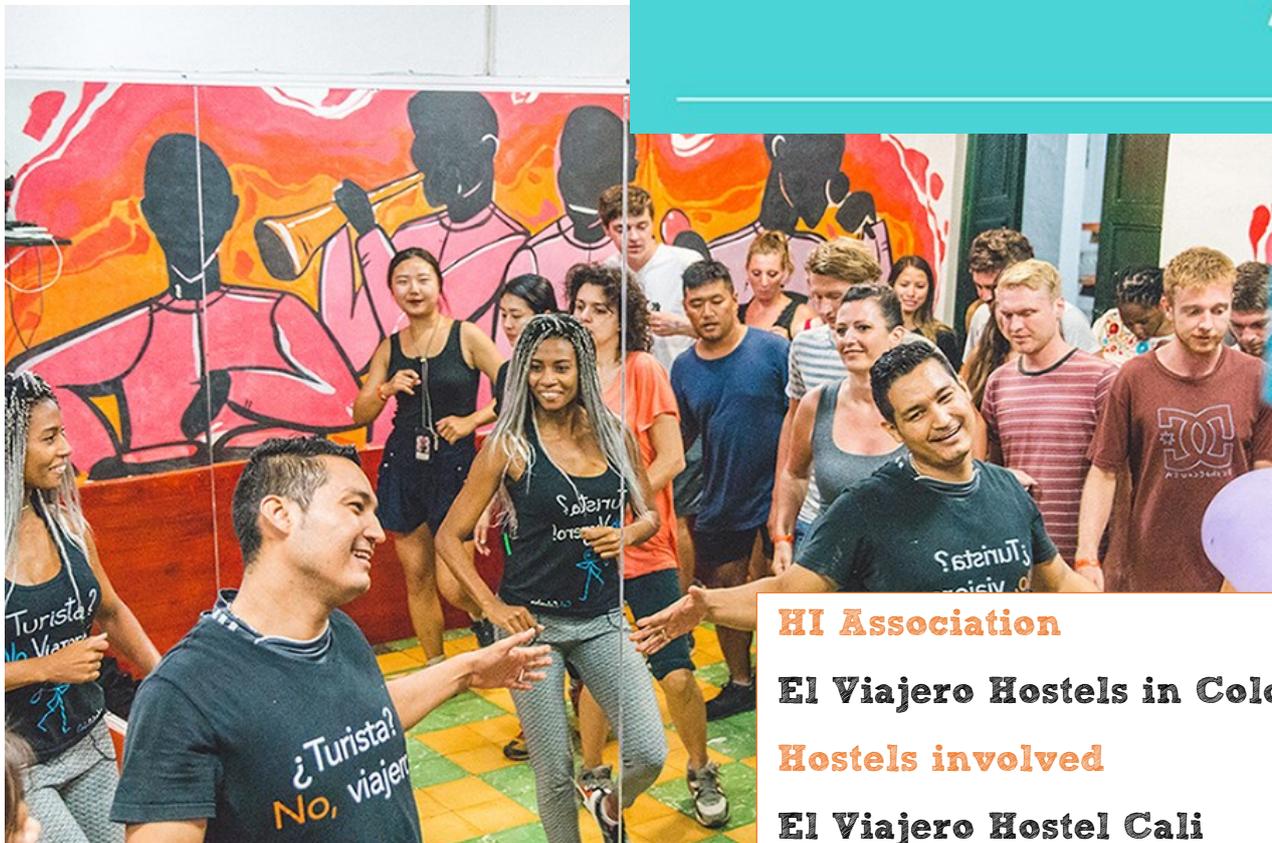


# Salsa for all at the El Viajero Hostels in Colombia

**Our Friends**  
Engaging guests

## Summary

Dance classes are free in all El Viajero Hostels in Colombia, we offer different kind of dances every night, from Salsa, which is the most common dance in the country, to champeta, a regional urban dance very popular in Cartagena and the Colombian Caribbean coast.

For the classes, we rely on professional teachers who come specifically to impart this activity. Also, if the guests are interested, we offer them the possibility to book private lessons to deepen the dance that liked them the most.

In addition, our guests can enjoy periodic dance shows in our facilities, and guests who have taken the private classes participate in the shows as a graduation.

**HI Association**  
**El Viajero Hostels in Colombia**  
**Hostels involved**  
**El Viajero Hostel Cali**  
**El Viajero Hostel Cartagena,**  
**El Viajero Hostel San Andrés**  
**El Viajero Hostel Salento**

## SDG Contribution



### Economic

Value for guests and locals

### Social

Community integration

Local culture and lifestyle

### Environmental

Awareness



## Objectives

With the dance classes in-group, we pursue two objectives:

- On the one hand, music and dance are a fundamental part of Colombian culture, and with these classes guests can better understand the local culture, learn how people dance here and put it into practice later when they leave the hostel.
- On the other hand, the group classes are the ideal environment to meet other travellers from all over the world while having fun and learning from new experiences. We have many solo travellers who take the classes as an opportunity to meet new friends with whom they can go out afterwards or even continue their journey together.

## Methodology

We contacted some dance foundations and salsa schools until we arrived to an agreement to one of them.

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## Technical details

### Estimation of total number of participants per year:

- Guests: 12000

### Estimation of participants per age range:

- 18-35: 90%
- 36-55: 10%

### Estimated cost of the project:

- Overall cost: 0
- Per participant: 0

### How is your activity funded?

- % by the hostel: 100%

### Human Resources - How many people are required to organise the activity?

- Number of staff members: 3

### Human Resources - How many people are required to run the activity?

- Number of staff members: 1 -2

### What equipment is necessary to run the activity?

Audio equipment

### Communication plan to find participants:

- Posters in the hostel
- Web page
- Social media
- Hostel staff promoting among guests

### Target audience:

- HI Members
- Guests
- General Public
- Staff

**Reach:** Local/Regional/National/International

**Duration of the activity:** 1 hour

**Frequency:** Daily

**How satisfied were the participants of the activity?** 100%

**How satisfied were your partners of the activity?** 100%

**How satisfied are you/the associations/the Hostels with the activity?** 100%



**Risks/Difficulties:** As it is a physical activity they must use proper shoes.

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**Would you like to know more about this initiative?**

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**Follow El Viajero Hostel Cali on**



**Follow El Viajero Hostel Cartagena on**

