

FOR IMMEDIATE RELEASE

Contact: Yennifer Álvarez / Communications Director
Email: Yennifer.Alvarez@DiscoverPuertoRico.com
Phone: (787) 710-8280 / Cell: (787) 610-0202

Contact: Mily Hernández, APR
Email: mily.hernandez@comstatpr.com
Tel: (787) 507 -4919

Puerto Rico stands out in IMEX America in Las Vegas

Great news about the recovery of the island's tourism offerings and an exhibition booth that projects digitally Puerto Rico's attractions, capture the attention of the tourism fair

LAS VEGAS, NEVADA (October 16th, 2018) -Discover Puerto Rico, the Destination Marketing Organization (DMO), relaunched its strategy of promoting the Island with great news about the availability of rooms, tourist attractions and a new exhibition booth at IMEX America, a world exhibition of incentive trips, meetings and events.

IMEX 2018 served as the stage for the announcement of the addition of 657 new rooms in October, which represents an investment of \$1.9 billion and the creation of 2,900 new jobs in Puerto Rico.

"With more than 189 tourist attractions open - from authentic experiences like salsa lessons to tours through the famous Bacardi distillery - it is incredibly gratifying to see the momentum that tourism has on the Island and how it benefits the hotel development and its continuous growth", said Brad Dean, chief executive officer of Discover Puerto Rico. "We look forward to continue advancing in the recovery process to be able to really illustrate the heart and soul of this comeback story after the impact of a catastrophic event such as Hurricane Maria, particularly the recovery of our hotels and world-class resorts that, in many ways, act as the heart of our tourism industry."

The chief executive officer of Discover Puerto Rico emphasized in a press conference during the event that the island is open for business, and the commercial and tourist areas are ready to receive visitors and offer unique world-class experiences.

Dean said that the boost of tourism on the island, after Hurricane Maria, is due to the extraordinary air access with 110 daily flights, served by 28 airlines, without requiring a passport to American citizens and with the common use of the dollar.

Puerto Rico had an outstanding participation in IMEX with a new booth that projected video images of the tourist attractions of the Island recovered from Hurricane Maria.

This new booth will be the image of Puerto Rico in dozens of conventions and tourism fairs in the United States and the world.

The "booth" of Puerto Rico stands out for its 360 degrees' design and for showing videos of our tourist attractions-something never seen before in this type of fair-differentiating it from other exhibitors.

IMEX 2018 is the premier fair for meeting industry suppliers throughout the United States and the world.

This event counts with the participation of tourist offices from all of the United States and the region, conventions' companies and hotels.

Also participating are conference rooms' companies, exhibition centers, cruise lines, airlines, event management specialists and other entities linked to the tourism sector.

###

About Discover Puerto Rico

Discover Puerto Rico is a newly established private, not for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO will bring prosperity to the people of Puerto Rico by collaboratively positioning the Island's diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination and works closely with key local governmental and non-governmental stakeholders throughout Puerto Rico's visitor economy and community at large to empower economic growth.