

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

Discover Puerto Rico will promote Puerto Rican small inns

The Destination Marketing Organization (DMO) along with the tourism industry celebrated the Month of the Paradores

SAN JUAN, PR. (October 25, 2018) –Discover Puerto Rico, the Destination Marketing Organization for the Island (DMO), took advantage of the commemoration of the Month of the Paradores and 45 years of the Paradores of Puerto Rico program to inform that the organism will include in its marketing plans the promotion of the small inns as alternatives for visitors in all regions of the Island.

Janid Ortiz, director of Marketing Partnerships at Discover Puerto Rico, highlighted the importance of the paradores in the visitor's economy and the local economy.

The paradores are known for its hospitality and affordable rates. These Puerto Rican family-owned small inns aim to create a full tropical and cultural experience outside the metropolitan area and the well-known hotel chains.

"The small inns are an important sector in our visitors' economy. In addition, their social work is evidenced through the 45 years that families have welcomed local tourists and those who visit us from abroad in their small and medium businesses", emphasized Ortiz.

In addition, the Director of Marketing Alliances of Discover Puerto Rico said that the small inns are important to diversify the tourist offerings of the Island and provide varied experiences to visitors.

"Discover Puerto Rico is an organization based on alliances and not memberships with the purpose that all entities with or without profit can participate in our marketing efforts," Ortiz said.

Ortiz said that more and more visitors are looking for cultural and unique experiences, so staying in a small inn is part of the tourist attraction beyond fulfilling a function of accommodation.

Also invited the small inns owners to join the DMO efforts as a key element for the development of Puerto Rico as a tourist destination.

Ortiz made the statement during the First Small Inns Fair organized by the Tourism and Culture Committee of the Senate chaired by Senator José (Joito) Pérez Rosa.

This effort is also linked to the Municipal Summit organized by Senate in which Discover Puerto Rico established communication with the mayors or their representatives from the 78 municipalities to learn about the tourist attractions around the island that are able to receive visitors from abroad.

Brad Dean, principal executive officer of Discover Puerto Rico, said that the marketing plans

include the promotion of all the regions of the Island and not only the metropolitan area, the beaches, and the golf attractions.

###

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.