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Discover Puerto Rico Continues its Commitment with Transparency

The organization announced today RFP for Public Relations services is now available publicly

SAN JUAN, PUERTO RICO (December 6, 2018)—Discover Puerto Rico (DPR), the Island’s Destination Marketing Organization (DMO) continues its commitment with transparency embarking on a new Request for Proposal (RFP) process for public relations services to continue elevating and protecting the destination brand and keep Puerto Rico top-of-mind for travelers thru a robust, innovative, cutting edge strategy.

“Discover Puerto Rico believes in leveraging tourism as a unique opportunity to spur and increase positive media coverage in the Mainland US and beyond to propel visitation. As a destination going through a major transformation, strategic earned media efforts are crucial to raise brand awareness.”, said Brad Dean, Chief Executive Officer.

Dean also mentioned that “Discover Puerto Rico aims to achieve consistency and pivot perception by developing a solid and long-lasting brand identity that outlives each political cycle and appeals to global travelers.”

Agencies interested can find all guidelines, requirements and deadlines @PuertoRicoDMO.com. An industry task force has been created to participate of the selection process together with members of Discover Puerto Rico’s Executive Leadership Team.

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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.