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## **Discover Puerto Rico Meets with the Puerto Rican Community in NYC**

*Dozens of community leaders attended to know the mission of the Destination Marketing Organization*

**NEW YORK CITY, December 19, 2018** – Discover Puerto Rico, the Destination Marketing Organization for the Island (DMO), and representatives of the Puerto Rican community in New York met last night to discuss the importance of the visitor's economy for the Island.

Brad Dean, Discover Puerto Rico's CEO, said that "New York is one of the most important markets for the Island, and therefore the Puerto Ricans who reside here are the best ambassadors of Puerto Rico to promote it as a tourist destination."

The meeting was held at the Loisaida Center, an important meeting place for the Latino and Puerto Rican community in the Big Apple, and whose organization works in the search of opportunities for education, employment, and the development of cultural activities.

In addition to the directors of the Loisaida Center, representatives of the Hispanic Chamber of Commerce, the Hispanic Federation, Museo del Barrio, the Puerto Rican Parade, the Puerto Rican Heritage House, Diaspora for Puerto Rico, and the University of New York (CUNY), among other organizations, were also present.

Dean added that these meetings seek that Puerto Ricans living outside the Island know first-hand the objectives of the DMO, as well as the importance that each one communicates in their communities that Puerto Rico is ready to receive tourists and open for business.

"Discover Puerto Rico was received with enthusiasm by the Puerto Ricans living in the Big Apple who are eager and able to help in the economic recovery of Puerto Rico. They also recognized that the visitor's economy is one of the alternatives," said Dean.

Discover Puerto Rico's CEO announced that these meetings will be held in the cities with the largest settlement of Puerto Ricans such as Orlando, among others.

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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. Please visit: [www.discoverpuertorico.com](http://www.discoverpuertorico.com)