



## **PARA PUBLICACIÓN INMEDIATA**

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## **An Active End of 2018 for Discover Puerto Rico**

### **Puerto Rico showcase as a destination, in Spain, Colombia and the United States**

December 20, 2018 - The last weeks of 2018 have been very active for Discover Puerto Rico, developing multiple efforts to promote the Island in Europe, Latin America and the United States.

Recently, Discover Puerto Rico executives, along with representatives of several local hotels, participated in an exclusive event in Barcelona, Spain, where they presented the destination to a select group of planners and key people in the travel industry. The event was held in PANGEA, the main travel agency in Barcelona, which offers an innovative concept by combining its services with a travel effects store and a modern bar / restaurant. As part of those efforts, the Puerto Rican delegation met with a variety of Catalan bloggers and "influencers".

"In this event we had the opportunity to share with an important group of people who looks for luxurious experiences. This allowed us to present our newly renovated Premium Hotels, as well as the best of our cuisine and culture. The presentation was very well received and we are confident that it will result in visits to Puerto Rico," said Brad Dean, Chief Executive Officer of Discover Puerto Rico.

The executive stressed that one of the purposes of these delegations is to grow the international market. "Currently 90% of the visitors we receive come from the United States, so we must aspire to have a greater presence in other markets, where they see us as an attractive destination to vacation and visit."

Another Discover Puerto Rico delegation visited Bogotá, Colombia as part of the DPR efforts to

resume business relationships with strategic partners and explore opportunities to strengthen the promotion of the destination,. Dean stressed that among Colombians and Puerto Ricans there are many similarities such as the love for music, their human warmth and cheerful personality, which is an incentive for more Colombians to visit the island. On this occasion, they met with representatives of AVIANCA and Copa Airlines, as well as the prestigious *Semana* magazine and the newspaper *El Tiempo* as well as with important entrepreneurs in the tourism industry.

"In recent months we have met with representatives of relevant markets for Puerto Rico. In the United States, we have visited several markets that traditionally see Puerto Rico as an option to vacation. Likewise, we have gone to markets with large concentrations of Puerto Ricans, who, although they live in the diaspora, do not forget their roots and long to spend Christmas in Puerto Rico".

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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)

PANGEA - <https://www.youtube.com/watch?v=L-bRvrCAizI>