

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

The New York Times Chooses Puerto Rico as the Best Destination to Travel in 2019

One of the most important newspapers in the world appointed Puerto Rico in first place over other 52 tourist destinations

SAN JUAN, PUERTO RICO (January 9, 2019) –The New York Times highlighted Puerto Rico as the number one tourist destination to travel in 2019 on their annual list of 52 places to visit.

Discover Puerto Rico, the Destination Marketing Organization of the Island (DMO), celebrated this accolade by one of the most important newspapers in the world.

"The recognition of Puerto Rico as the top travel destination by The New York Times is a very valuable acknowledgment in our most important visitor market. This endorsement, by one of the world's most read newspapers, reaches a huge audience and sends a clear message that now is the time to visit and experience Puerto Rico," said Brad Dean, CEO of Discover Puerto Rico.

"Combined with our paid advertising, Hamilton publicity, and the promotional partnership with the New York DMO, it will generate positive attention towards Puerto Rico and boost our visitation from the Big Apple and the United States," added Dean.

The New York Times published the annual list of 52 places to visit today and highlighted the importance of visiting the island a year and a half after Hurricane Maria.

Additionally, the publication highlighted the tourist diversity that Puerto Rico offers, as well as its ecotourism, agritourism, and the volunteer tourism that takes place on the island.

It also reviews Discover Puerto Rico's role with the marketing of the island as an international tourist destination, the importance of tourism to help the economic recovery of the island after the hurricane, and how 77 thousand people depend on tourism for a living.

The list of 52 places to visit in 2019 published by The New York Times is led by Puerto Rico, followed by Hampi, India; Santa Barbara, California; Panama; and Munich, Germany.

###

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