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DISCOVER PUERTO RICO IS NAMED A FINALIST IN THE 2019 AD AGE A-LIST AND CREATIVITY AWARDS "START-UP OF THE YEAR" CATEGORY

(San Juan, Puerto Rico, March 8, 2019) – Discover Puerto Rico, Puerto Rico’s first-ever Destination Marketing Organization (DMO), is being recognized as a finalist in the 2019 Ad Age A-List and Creativity Awards “Start-Up of the Year” category for making a strong impact since its inception July 2018. This recognition is one of many notable accolades already earned by the organization in just eight months.

The newly established DMO, a first of its kind for the destination, quickly hit the ground running to revitalize Puerto Rico’s tourism industry by taking a calculated and rewarding risk as it approached the one-year anniversary of hurricane Maria. The #CoverTheProgress campaign challenged media to focus on the progress of the tourism industry instead of covering the anniversary in a negative way, to ensure the milestone didn’t set the destination back on the progress it had achieved one year out. The initiative led to more than one billion earned media impressions leading into 2019 and culminated in Puerto Rico being named #1 on the New York Times “52 Places to Go” list, ultimately setting up Puerto Rico as one of the hottest destination’s to travel to in 2019. This initiative was paired with Discover Puerto Rico quickly engaging the entire Island’s business community via a Google Initiative, which consisted of rapidly updating and improving the Island’s online image assets available to travelers.

Today, the organization is on a fast-paced mission to develop Puerto Rico’s brand equity and maintain a consistent brand position that will enable the Island to fully capitalize on its rich tourism product offerings and emerge as a leading Caribbean destination. “The establishment of a DMO was implemented to put the destination and economy first by ensuring objectivity, consistency and best-in-class marketing strategies to increase business and leisure visitation, which ultimately benefits the Island’s residents and businesses,” added Brad Dean, CEO of Discover Puerto Rico.

Last week, Discover Puerto Rico launched a revamped tourism website, featuring a user-friendly layout and dynamic content designed to engage visitors across all digital formats. This is the first step in the DMO’s brand repositioning process with a new campaign to be launched in the coming months.

“The launch of the website and new logo for the destination is the first of many significant marketing changes Discover Puerto Rico is embarking on to develop Puerto Rico’s brand equity and position and lead the way for the Puerto Rico economy,” said Leah Chandler, CMO of Discover 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 collaboratively with key local governmental and non-governmental players throughout Puerto Rico's visitor economy and community at large, to empower economic growth. To discover all the beauty the Island has to offer, visit DiscoverPuertoRico.com.