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**DISCOVER PUERTO RICO CELEBRATES GLOBAL MEETINGS INDUSTRY DAY**

Discover Puerto Rico, the Destination Marketing Organization for the island (DMO), celebrated for the first time Global Meetings Industry Day (GMID) through an event that brought together stakeholders, visionaries and experts from the tourism realm to discuss the achievements and milestones of this relevant segment and the economic impact it brings to the island.

Deborah Cohen, Director of Meeting & Convention Marketing, presented the sales and marketing initiatives the organization implemented in the last few months for the meetings, incentives, conventions and events sector at the event held at the Hilton Condado Plaza Hotel.

"Puerto Rico is a thriving, world class destination with exceptional facilities to host meetings, conferences, groups and events of international caliber," said Leah Chandler, Chief Marketing Officer of Discover Puerto Rico. "We are at a key moment to grow this sector, for that reason we are implementing solid marketing and sales strategies that will contribute to this growth," she noted.

This global celebration is fostered by Meetings Mean Business, a coalition dedicated to connecting industry leaders, organizations, businesses and communities with the tourism industry and whose purpose is to conduct research, offer resources and share updates on the progress of this important segment.

The island will be part of a hundred places around the world that will join the celebration, including Colombia, Dominican Republic, Spain, Russia, United States and Australia, among many others.

Annually, the industry of meetings generates an approximate flow of 100 million people worldwide, demonstrating the magnitude, impact and relevance of this segment for the destinations.

To learn more about this initiative, visit [www.meetingsmeanbusiness.com](http://www.meetingsmeanbusiness.com) or follow #GMID19 on social media.

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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. For more information, please visit [www.discoverpuertorico.com](http://www.discoverpuertorico.com)