

FOR IMMEDIATE RELEASE

Contact: Jeniffer Rosa- Communications Vice President
Email: Jeniffer.rosa@discoverpuertorico.com
Phone: (787) 710-8283 Cell: (917)239-5621



Contact: Davelyn Tardi- Communications Coordinator
Email: Davelyn.tardi@discoverpuertorico.com
Phone: (787)710-8283 Cell: (787)247-0339

**DISCOVER PUERTO RICO HOSTS LEADERS OF THE EVENTS,
MEETINGS AND CONVENTIONS INDUSTRY**

More than 30 industry leaders from top national organizations visited the island to learn firsthand about its offerings in the events and conventions arena

Discover Puerto Rico, the Destination Marketing Organization for the island (DMO), hosted the renowned organization Event Industry Council (EIC) in Puerto Rico to discuss how the island could become the mecca for their upcoming major events and conventions.

As part of the programs developed by the council, they will host their board meeting for the first time in Puerto Rico and will discuss industry trends and critical issues with a group of professionals who lead the business of meetings. This meeting has been recently held in destinations like Dallas, Chicago, Atlanta, Washington, DC and Baltimore.

Among the attendees were representatives of major organizations and important industry associations such as Don Welsh, Chief Executive Officer for Destinations International; Paul Van Deventer, President & Chief Executive Officer of Meeting Professionals International (MPI); Bob Gilbert, CHME, CHBA, Chief Executive Officer of Hospitality, Sales and Marketing Association International (HSMIAI) and Marty MacKay, President of Global Alliance of Hosts Global, among many others.

"It is really important that top organizations in our industry endorse Puerto Rico as an extraordinary destination to host their meetings and conventions," commented Brad Dean, Chief Executive Officer. "Being selected as the destination for the EIC board meeting represents a great opportunity for us to demonstrate to our industry colleagues that Puerto Rico is the perfect location for their future events and also for them to have the opportunity to learn more about our culture," he added.

Discover Puerto Rico hosted a tour and presentation of the Puerto Rico Convention Center, along with representatives of Foundation for Puerto Rico and the District to discuss the future of tourism and meetings in Puerto Rico.

The Events Industry Council is an organization that represents more than 103,500 individuals and 19,500 organizations related to the events industry and works to advance the events industry and the professionals who lead the business of meetings.

###

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.