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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 Joins the "National Travel and Tourism Week" Celebrations

The DMO will host an array of educational and networking events to amplify the industry's successes

(San Juan, Puerto Rico, May 6) – In an effort to highlight the relevancy and transformational power of tourism in the local economy and to celebrate the many professionals who work to ensure our visitors have an extraordinary time while in Puerto Rico, Discover Puerto Rico, the Destination Marketing Organization (DMO) announced today the series of events inspired by the National Travel and Tourism Week festivities across the United States, happening for the very first time in Puerto Rico.

The nationwide celebration will begin on May 5 with a series of educational and networking events around the Island, open to the tourism industry and in partnership with several organizations such as the Puerto Rico Hotel & Tourism Association (PRHTA), Puerto Rico Outdoor Industry Association (PRORIA), Frutos del Guacabo, Moca Climbing + Coaching, Altura, Spoon Food Tours, The School of SUP, San Juan Dragonborn Club, Puerto Rico Tour Desk, Bacardí, the University School of Tourism, Hospitality and Culinary Arts (EUTHAC) of Mayagüez, and the Ana G. Méndez University, Carolina campus.

"As a newly created organization, we want to take the opportunity to celebrate our industry and it's many milestones. It is essential to emphasize the unparalleled commitment of all the people who have been part of this historic moment and the impact it has in the communities we serve. The resiliency of our people is the main reason why we join this national celebration today," said Bran Dean, CEO of Discover Puerto Rico. "Our job is to let the world know that Puerto Rico is thriving, and this has been achieved thanks to the contributions of all those who work in this industry," he added.

The activities include a DMO-hosted presentation designed to share key international marketing insights including macrotrends in international travel, trends in USA destination marketing overseas and Brand USA's history and relationship with Discover Puerto Rico, with special guests Chris Thompson, CEO of Brand USA and Amanda Hills, CEO of Hills Balfour.

Furthermore, as part of the efforts, the Discover Puerto Rico team produced a series of highly engaging multimedia pieces titled "The Faces of Tourism," to honor the stories of remarkable people behind the scenes who benefit from and directly impact the visitor's economy. The stories will be featured during the week through local media and the organization's own social media channels.

These inspiring stories feature Nasha Fondeur, Executive Pastry Chef of the Condado Vanderbilt Hotel; Héctor Muñoz, Owner and President of Hacienda Muñoz in San Lorenzo and Ray David Rodríguez, nature guide from Salinas Puerto Rico who was recognized by EcoTripMatch.com as the “Best Nature Tour Guide” in 2019.

The “National Travel and Tourism Week” is an annual celebration that invites travel and industry professionals to celebrate the contributions of the travel markets and organizations to the national economy since 1983.

To find more information about these and other events, visit www.puertoricodmo.com

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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.