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Puerto Rico booms as the most LGBTQ+ friendly destination in the Caribbean

The Island thrives in entertainment, attractions and civil rights for this community

San Juan, Puerto Rico – Within the PRIDE month celebration framework, the Destination Marketing Organization Discover Puerto Rico, announced today that it is strategically positioning Puerto Rico as the LGBTQ+ capital of the Caribbean by leveraging the Island as the most welcoming, inclusive and safe vacationing spot in the region for this community.

Puerto Rico holds the most metrics of advancing civil liberties for this community, with laws that protect same sex marriage and adoption rights for same sex couples, as well as a vibrant nightlife, LGBTQ+ friendly beaches, music festivals and the only Island with two Pride celebrations. The Island also has the most LGBTQ-owned tourism businesses in the region.

“Puerto Rico is the most inclusive destination for the LGBTQ+ community in the Caribbean, with top entertainment, beaches and other attractions for this important audience. Discover Puerto Rico is promoting the Island as the LGBTQ+ Capital of the Caribbean to visitors globally. As part of our efforts, we are helping our tourism partners deliver the warmest welcome to LGBTQ+ travelers implementing the best practices in the industry”, said Leah Chandler, CMO for Discover Puerto Rico.

Besides strategic alliances and engagement partnerships with media and influencers to reach this community, Chandler explained that Discover Puerto Rico is also planning to make a bid for the IGLTA Convention in 2022 and is working in synch with stakeholders such as the Puerto Rico LGBTQ+ Chamber of Commerce and industry-leading strategic consultants in LGBTQ+ marketing, Hospitable Me.

Beyond these efforts, Chandler explained that the DMO has done extensive content creation, one familiarization trip so far with nearly a dozen influencers and before the year ends, the CMO will offer LGBTQ+ Sensitivity and Service training programs for industry partners across the Island.

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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.