



DISCOVER  
*Puerto Rico*

# UK PRESS CLIPPINGS REPORT

UK

OUTLET	TITLE	MARKET	DATE	UMV CIRCULATION	AD VALUE/ EAV (USD)
Selling Travel	Member USA Spotlight on: Puerto Rico	UK	August 2019	348,000	\$2,700
Travel Weekly	Dream in Colour	UK	29.08.2019	15,362	\$19,197
Travel Weekly	Exploring Puerto Rico, the Caribbean's hidden gem	UK	29.08.2019	150,000	\$1,569.43
National Geographic (Online)	Undertourism: these are the destinations that want your attention	UK	12.08.2019	450,000	\$1,400

OUTLET	TITLE	MARKET	DATE	UMV CIRCULATION	AD VALUE/ EAV (USD)
ABTA (Online)	Island Focus: Puerto Rico	UK	04.08.2019	258,000	\$3074
World of Cruising (Online)	The most epic places to visit on a South American cruise	UK	20.08.2019	40,000	\$1280
Selling Travel (Print)	Puerto Rico: The Island of Enchantment	UK	September	348,000	\$2700
<b>TOTAL CLIPS: 7</b>				<b>TOTAL UMV: 1,609,362</b>	<b>TOTAL EAV: \$31,920.43</b>

*selling*  
**TRAVEL**

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TRAVEL TRADE PUBLICATION OF THE YEAR 2018

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Discover  
**Puerto Rico**  
LEAH CHANDLER  
CHIEF MARKETING OFFICER  
DISCOVER PUERTO RICO

**When did Discover Puerto Rico join Visit USA?**  
We were a member in the past but rejoined in July.

**What did you join?**  
We need to increase brand awareness amongst the UK travel trade and ensure key trade contacts are aware that Discover Puerto Rico has representation in the UK. Other benefits include joining the Visit USA Roadshow and being included in the Visit USA Travel Planner, read by both the trade and consumers.

**How well do you think the trade know Puerto Rico?**  
Having conducted a trade forum at our offices in July, it's apparent that Puerto Rico is a destination which is not well known amongst the UK trade. Education is a key initial step in our upcoming trade activity. We will be conducting various training, webinars and hosting product managers on a FAM trip to experience Puerto Rico first-hand.

**Sum up Puerto Rico for us**  
There's a rich history and culture which has emerged from a mix of Taino, Spanish and African traditions. Also, exceptional food, pristine beaches, a tropical rainforest and a vibrant music scene.  
[discoverpuertorico.com](http://discoverpuertorico.com)

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- Papillon Grand Canyon Helicopters
- Skydive the Grand Canyon
- Sundance Helicopters



**Visitors love pull of Virginia**

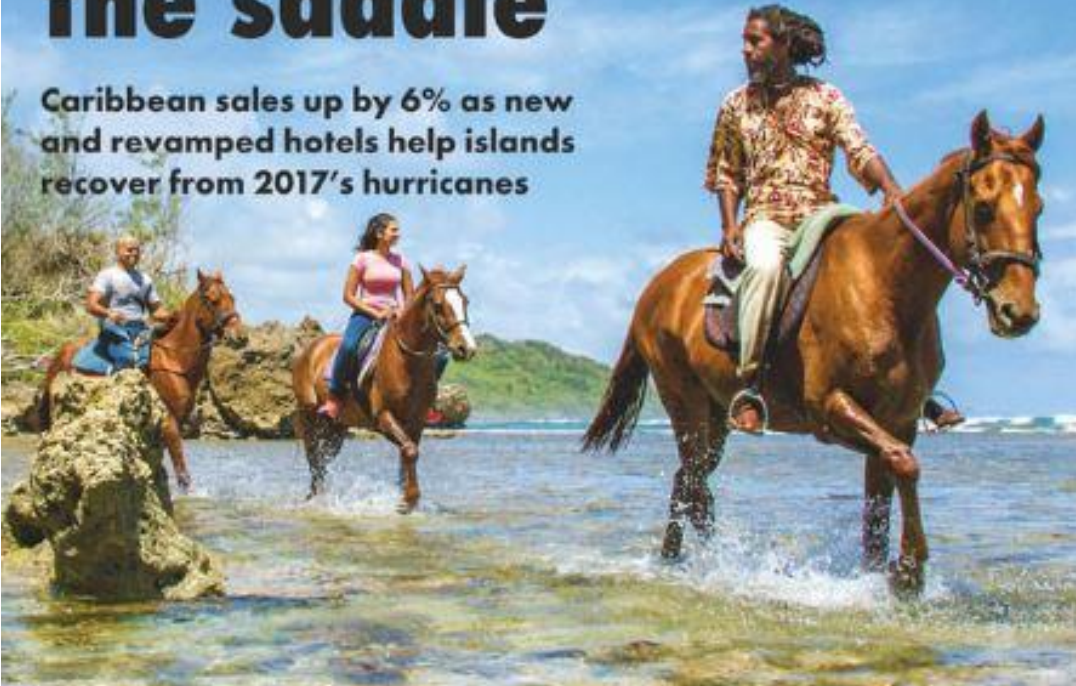
Half a century after the 'Virginia is For Lovers' slogan was first created, it remains one of the best-known of tourism slogans. So said Rita McClenny, President & CEO at Virginia Tourism Corporation, during a recent visit to London for trade and media appointments. "Our For Lovers slogan is all-encompassing and has meant a lot of different things to a lot of different people over the years. "It also means a love of our mountains, a love of our beaches, a love of our wineries... and so much more," added McClenny. To celebrate this milestone anniversary, cities and counties across Virginia are joining in the fun in their own special ways. For example, located along Virginia's Heritage Music Trail, The Crooked Road, Floyd County, will celebrate 50 Years of Love with 50 days of special events, promotions and products. The celebration kicks off on July 27 at FloydFest and closes on September 14 at the County Fair. [capitalregionusa.org](http://capitalregionusa.org)

# TRAVEL <sup>50</sup> Years WEEKLY

29 AUGUST 2019

## Back in the saddle

Caribbean sales up by 6% as new and revamped hotels help islands recover from 2017's hurricanes



AGENTS REACT TO BA STRIKE



Thomas Cook halves BROCHURES



5 of the BEST

Our guide to the pick of swimming spots in Caribbean



A fun trip to South Africa with Royal



# Dream in colour

Puerto Rico has recovered its verve since hurricanes hit two years ago, discovers Sarah Gilbert

As I strolled along the cobblestone streets of Old San Juan, it reminded me of a scrubbed-up Havana: the pastel-hued paintwork, the wrought-iron curlicues of the balconies, the aroma of slow-smoked pork and the strains of Despacito drifting from an oceanfront bar.

Puerto Rico sits in the middle of the Caribbean, sandwiched between the Dominican Republic and the Virgin Islands, about 1,000 miles southeast of Miami, with a cosmopolitan mix of Spanish, African, North American and indigenous Taino influences.

Almost two years after hurricanes Irma and Maria battered the island, it's bounced back better than before, with a winning combination of luxury hotels, world-class beaches, farm-to-table restaurants and lashings of laid-back island charm.

"Puerto Rico is the hidden gem of the Caribbean," says Brad Dean, chief executive of Discover Puerto

Rico. "Undiscovered by many in the UK, the island offers beautiful natural wonders and one-of-a-kind experiences, along with a rich and vibrant culture."

### BACK ON TRACK

There's a wealth of activities on offer, from cuisine- and culture tours to a mixology class at Bacardi's 'Cathedral of Rum'. Water-based adventures include everything from diving and snorkelling to surfing, paddleboarding and kayaking, plus catamaran cruises to idyllic cays. Back on dry land, there are 17 golf courses within easy reach of the capital.

Room inventory is back to pre-hurricane levels and, with a few exceptions, all the large hotels and resorts have used closures to undertake major refurbs. They include The Dorado Beach, A Ritz-Carlton Reserve, 23 miles to the west of the capital, which reopened last October; the El San Juan Hotel,

WHERE TO *stay*

**EL SAN JUAN HOTEL, CURIO COLLECTION BY HILTON, ISLA VERDE**

This grande dame's lobby is all gleaming marble floors, mahogany ceilings and glittering chandeliers. Rooms are bright, and there's a fitness centre and pampering spa. Dine on gourmet local fare at Caña, then dance the night away at nightclub Brava. Rates from \$239 per night in low season.

**O:LV FIFTY FIVE, CONDADO**

This all-suite, adult-only boutique hotel blends contemporary architecture and art deco opulence. Balconies boast views over the Condado Lagoon, and there's an infinity pool and Caribbean-Asian fusion restaurant Raya by Mario Pagán. Rates from \$309.

**ST REGIS BAHIA BEACH RESORT, RIO GRANDE**

Set on an expanse of icing-sugar sand and surrounded by tropical greenery, this sophisticated resort's rooms and suites are spacious and bright. Lounge by two pools, get pampered at the spa, take a nature tour and feast on Greek-inspired or gourmet Puerto Rican cuisine. Rates from \$399.

part of the Curio Collection by Hilton, which reopened in December fresh from a \$65 million makeover; and the St Regis Bahia Beach Hotel, 25 miles to the east, which also reopened in December following a \$60 million renovation.

In San Juan's Condado district – a mini Miami – the oceanfront Serafina Beach Hotel was the island's first post-hurricane hotel opening, while the stylish boutique O:LV Fifty Five opened in December overlooking the Condado Lagoon.

On the food front, local chefs are mixing up island produce and sophisticated culinary techniques at new restaurants such as Vianda, Raya by Mario Pagán and Caña by Juliana González. Gourmet food truck parks are also springing up, such as late 23 in San Juan's Santurce, an up-and-coming neighbourhood with a host of



ABOVE FROM LEFT: Book stall in Santurce; El Yunque rainforest  
PICTURES: SHUTTERSTOCK



including a 6,000-seat concert hall, an urban zipline and a day/night disco.

**BEYOND THE CITY**

Outside the capital, unmissable El Yunque is the only tropical rainforest in the US National Forest System, where you can hike the jungle trails to a soundtrack of vociferous coqui frogs. Some of the trails are closed for repair following the hurricane, but tours from the capital are still operating, often paired with a night kayak of Fajardo's sparkling Bioluminescent Bay – one of only five in the world, three of which are in Puerto Rico.

A 30-minute hop by puddle jumper from San Juan or an hour by ferry from Ceiba, the islands of Vieques – which has its own Bio Bay – and Culebra are pocket-sized paradises. Both have protected nature reserves and showstopping beaches, with Culebra's Playa Flamenco regularly featuring on the 'world's best' lists.

"Next year marks a special moment as we celebrate the 500th anniversary of the founding of Old San Juan," says Dean. "There's never been a better time for visitors to come to Puerto Rico."



**GETTING THERE**

Fly from **Heathrow** via Miami with British Airways and American Airlines, via Madrid with Iberia, or via New York with Delta and Virgin Atlantic.

**Funway Holidays** offers seven nights at the four-star San Juan Marriott Resort & Stellaris Casino in Puerto Rico from £1,560, including flights from Heathrow with Virgin Atlantic. The price is based on two adults sharing, departing on December 12. [funway4agents.co.uk](http://funway4agents.co.uk)



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## Exploring Puerto Rico, the Caribbean's hidden gem

© Aug 29th 2019, 09:24



*Puerto Rico has recovered its verve since hurricanes hit two years ago, discovers Sarah Gilbert.*

As I strolled along the cobblestone streets of Old San Juan, it reminded me of a scrubbed-up Havana: the pastel-hued paintwork, the wrought-iron curlicues of the balconies, the aroma of slow-smoked pork and the strains of Despacito drifting from an oceanfront bar.

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Almost two years after hurricanes Irma and Maria battered the island, it's bounced back better than before, with a winning combination of luxury hotels, world-class beaches, farm-to-table restaurants and lashings of laid-back island charm.

And after being spared the worst of Hurricane Dorian this week, the island's recovery looks set to continue.

"Puerto Rico is the hidden gem of the Caribbean," says Brad Dean, chief executive of **Discover Puerto Rico**. "Undiscovered by many in the UK, the island offers beautiful natural wonders and one-of-a-kind experiences, along with a rich and vibrant culture."



### Back on track

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Room inventory is back to pre-hurricane levels and, with a few exceptions, all the large hotels and resorts have used closures to undertake major refurb. They include **The Dorado Beach, A Ritz-Carlton Reserve**, 23 miles to the west of the capital, which reopened last October; the **El San Juan Hotel**, part of the Curio Collection by Hilton, which reopened in December fresh from a \$65 million makeover; and the **St Regis Bahia Beach Hotel**, 25 miles to the east, which also reopened in December following a \$60 million renovation.

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On the food front, local chefs are mixing up island produce and sophisticated culinary techniques at new restaurants such as **Vienda**, Raya by Mario Pagán and Caña by Juliana Gonzalez. Gourmet food truck parks are also springing up, such as **Lote 23** in San Juan's Santurce, an up-and-coming neighbourhood with a host of boutiques, bars, cafes and restaurants.

Cruising has continued as normal. San Juan's port in the heart of the old city reopened just two weeks after hurricane Maria. It is expected to host an estimated 1.8 million passengers in 2019.

Next year sees the opening of District San Juan, an entertainment complex close to **San Juan's Convention Centre** – the most technically advanced in the Caribbean – with attractions including a 6,000-seat concert hall, an urban zipline and a day/night disco.



### Beyond the city

Outside the capital, unmissable El Yunque is the only tropical rainforest in the US National Forest System, where you can hike the jungle trails to a soundtrack of vociferous coquí frogs. Some of the trails are closed for repair following the hurricane, but tours from the capital are still operating, often paired with a night kayak of Fajardo's sparkling Bioluminescent Bay – one of only five in the world, three of which are in Puerto Rico.

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| TRAVEL |

## Undertourism: These are the destinations that want your attention

In the age of overtourism, the world's less-visited destinations are seeing a new opportunity. | Monday, 12 August 2019

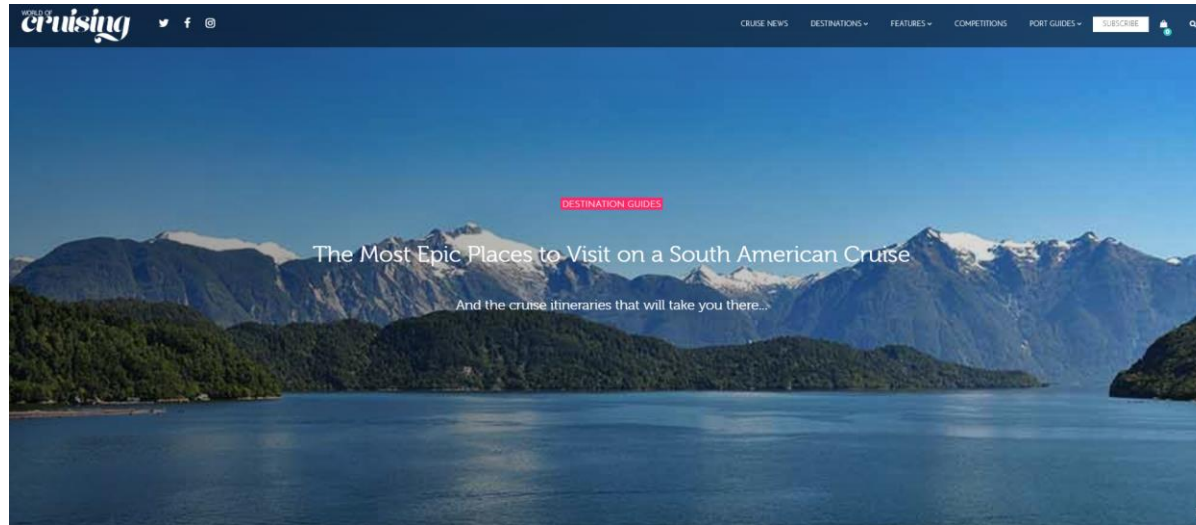


| Old San Juan, Puerto Rico.

By Julia Buckley







## San Juan, Puerto Rico

Soak up the history of the Conquistadors in Old San Juan with its lovely colonial buildings, and work up an appetite for *criolla* cuisine - home cooking with Spanish and African influences. Try *mofongo* - mashed fried green plantains, often stuffed with meat - or snack on *bacalaitos* (cod fritters). If you have a taste for rum, book a tour to the Bacardi distillery, which dates back more than a century. Meanwhile restless souls can explore El Yunque National Forest - 29,000 acres of mountains, jungle and waterfalls. Here you can hike along 23 miles of nature trails or walk up El Toro peak, nearly 3,500ft above sea level, for sensational views.

### Get on Board

- 7-night 'Southern Caribbean' cruise aboard *Carnival Fascination*, round trip from San Juan via St Thomas, St Maarten, St Kitts, St Lucia and Barbados, departing 5 January 2020, from £415, [carnival.com](http://carnival.com)
- 7-night 'Southern Caribbean' cruise aboard *Disney Wonder*, round trip from San Juan via Antigua, St Maarten, Martinique, Barbados and St Lucia, departing 26 January 2020, from £2,516, [disneycruise.disney.go.com](http://disneycruise.disney.go.com)



Features 4th September 2019

## Island focus: Puerto Rico

**F**ollowing hurricane recovery, this Caribbean island is firmly back on the map as a destination that meets all the criteria, writes **Anthony Pearce**

At the beginning of the year, *The New York Times* put Puerto Rico at the top of its list of destinations to visit in 2019, providing a major boost to the island a year and a half after the destruction wreaked by Hurricane Maria. "It was a big coup for us," says Leah Chandler, chief marketing officer of Discover Puerto Rico, the newly formed destination marketing organisation, which was set up to 'unify the tourism message across the island'. Chandler, like *The New York Times*, is excited about new projects, particularly in the capital, San Juan. She lists the brand-new District San Juan, which features cinemas, restaurants, a zip-line tower and a 6,000-seat entertainment venue, as one of most exciting developments, and notes that the forthcoming remake of *West Side Story*, both as a movie and on Broadway (the Sharks, one of the gangs in the legendary production, are from Puerto Rico), will turn even more attention to the Caribbean nation. "It's a pop culture moment for the island," says Chandler. "These moments are building up for Puerto Rico, so all eyes are on us. It's a really exciting time to be here."

And yet, Puerto Rico has always been a fascinating destination. The second-oldest European-founded settlement in the Americas, San Juan is a great introduction to the Caribbean for those who are using it as a springboard (cruise lines such as Viking Cruises homeport here in winter), or as a destination on its own. In the city's charming Old Town, Spanish influence remains: cobblestone streets and colourful colonial buildings – reds, blues and greens – are guarded by a 16th-century fort, the imposing Castillo San Felipe del Morro. Simply wandering through San Juan's pretty streets is entertainment enough, but the city's nightlife is also legendary, whether you're looking for jazz bars (try Carli's Fine Bistro & Piano for dinner and music), speakeasies (drop into La Factoría, named among the world's 50 best bars) or nightclubs.

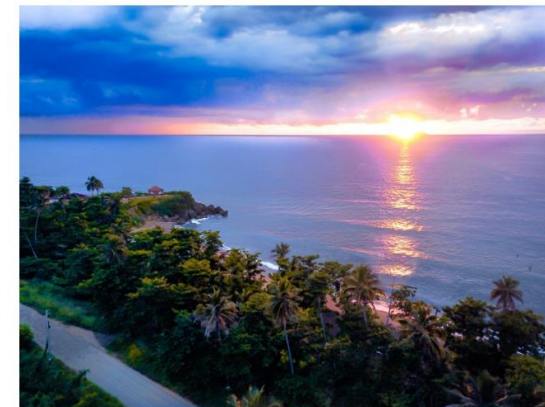


There is an endless supply of great places to eat. Puerto Rican cuisine, which has its roots in Spanish, African and the native Taíno traditions, may not be as well known as Jamaican or Cuban food (see p17), but is no less delicious. El Jibarito (Calle Sol 280) serves cheap Puerto Rican comfort food such as *mofongo* (mashed plantain) with *camarones al ajillo* (shrimps in garlic sauce) and chicken fricassee. Café Manolín (251 Calle San Justo), which dates back to the 1940s, is an institution, serving classics such as *serenata de bacalao con viandas* (codfish and root vegetables). Marmalade (317 Calle Fortaleza), the superb fine-dining restaurant helmed by chef Peter Schintler, an Iowa native, is perhaps the capital's most celebrated restaurant.

Getting there is easy – the city is connected to the UK via Miami, New York or Charlotte Douglas in North Carolina (the latter proving less stressful than the sprawling Miami International Airport).

Outside of the capital, Ponce, which Chandler calls "the cultural heart of the island," is one of the most popular tourist destinations. The country's second-largest city is home to Plaza de las Delicias, a town square adorned by fountains and home to the city's cathedral, the Catedral de la Guadalupe, built in the late 1800s. The Casa Armstrong-Poventud is a fine example of the neoclassical architectural heritage of the island and houses the Puerto Rican Institute of Culture, while there is also the Museum of Puerto Rican Music, Art Museum of Frame Masters, Ponce School of Fine Arts and the Ponce Art Museum. Of great interest is the House of the Ponce Massacre, built in recognition of one of the bloodiest events in Puerto Rico's political history, when 19 civilians were murdered and 200 injured by police in 1937.

Rincón on the west of island offers a totally different experience to San Juan or Ponce, far smaller and more relaxed. It's home to many of the surfing beaches in Puerto Rico, including Domes, María's, Tres Palmas and Sandy Beach. The Rincón Lighthouse, also known as El Faro de Punta Higuero, which overlooks the Domes beach, was built in 1892 and offers some of the best views of the west coast.



Culebra and Vieques, off the east coast of the main island, Chandler describes as "our island islands," offering a true Caribbean experience. The former is home to the white-sand, turquoise-water Flamenco Beach, which was ranked third best beach in the world and is home an incredible array of wildlife, including species of parrotfish, blue tang, wrasse and 50,000 seabirds. Vieques, aside from being an island paradise and home to some of the Caribbean's most beautiful beaches, also has a fascinating history. It was the site of a series of protests against the United States Navy's use of the island as a bombing range and testing ground, which led to the Navy's eventual departure in 2003; today the former navy land is a national wildlife refuge.

It has not been an easy few years for Puerto Rico, parts of which remained without electricity months after the hurricane, while the Maria Fund and DonatePuertoRico are still accepting donations, buying solar panels, generators, mosquito nets and food. Tourism remains an important part of the country's economy, and returning cruise ships were greeted with cheers when they first arrived in January 2017. "Cruise is huge for us," says Chandler. "We had a record number of passengers in 2018 and we're going to break that again in 2019." So the future looks positive. As Chandler puts it: "Puerto Rico is hopping right now!"

**TAGS:** [ABTA Caribbean Guide](#)

*selling*  
**TRAVEL**

## PUERTO RICO

*The Island of Enchantment*



DISCOVERPUERTORICO.COM

From world-renowned Flamenco Beach in Culebra to La Playuela in Cabo Rojo, Puerto Rico has more than 300 beaches for sun-seekers, while visitors who crave adventure can look forward to exploring hundreds of miles of hiking trails and the refreshing natural pools of El Yunque rainforest. Attractions include the historic city of San Juan, which celebrates its 500th anniversary in 2020, as well as diving, snorkelling in La Parguera.

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✈ San Juan