



## FOR IMMEDIATE RELEASE

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### COLLABORATION BETWEEN PRIVATE AND PUBLIC SECTOR IS THE KEY TO BOOST THE ISLAND'S TOURISM

*Discover Puerto Rico holds the First Annual Conference of Tourism  
where tourism topics and trends were discussed.*

**San Juan, Puerto Rico, September 16, 2019** – Collaborating between the private and public sectors is essential to continue boosting tourism and be able to reach the goal of doubling the visitor's economy. This was discussed today in a panel at the Annual Conference of Tourism moderated by Brad Dean, CEO of Discover Puerto Rico in which Carla Campos, Executive Director of the Tourism Company; Eng. Manuel Laboy, Secretary of Economic Development Department; Rodrick Miller CEO of Invest Puerto Rico and Noelia Garcia, Executive Director of the Puerto Rico Convention Center District Authority, participated. The conference was hosted by Discover Puerto Rico.

For Secretary Laboy, there are four areas that are extremely important to achieve a greater boost to the tourist economy in Puerto Rico. These are: 1) economic and tourism industry diversification; 2) economic growth impact island wide; 3) synergy among all sectors, such as agriculture, medical tourism, hospitality, among others; and 4) a solid infrastructure. "We have had many challenges, but there are also many reasons to be optimistic, and one of those is what Discover Puerto Rico is achieving," stated Laboy.

Carla Campos highlighted the importance of supplying the demand for passengers, stressing the fact that 2018 broke records in cruise arrivals and 2019 is set to become a historic year for cruises using San Juan as homeport. Also, she stated that tourism is one of the most important employment indicators on the island.

"Our business depends on the efforts Discover Puerto Rico is doing, so we have a lot of expectations with them," emphasized Noelia Garcia. She also highlighted all the achievements completed by the Convention Center and the enthusiasm that exists the industry with the upcoming District Live. Rodrick Miller pointed out that positioning Puerto Rico positively abroad has a direct effect on future investment for the island.

Brad Dean used the celebration of the 2020 World Travel and Tourism Council (WTTC) Global Summit, the most important event of the tourism industry worldwide, which will be held in Puerto Rico in April 2020, as an example of collaboration. "When the opportunity became a reality, they all said yes and we have been working closely to make this event a success," said Dean.

During the conference the new creative pieces of the advertising campaign "*Have We Met Yet?*" were presented which will promote Puerto Rico in US markets during holiday season from September 2019 through January 2020. This campaign mostly includes digital media. The 2-year Hurricane Maria anniversary campaign was also presented, which focuses on stories of tourism industry employees thanking travelers and the events and conventions industry for visiting the island and helping in its recovery.

In addition to the panel, participants were able to learn from industry experts such as Steven Paganelli, CDME, **TripAdvisor** Head of Destination Marketing, Americas; Miriam Hernández, Director of Market Management in the Caribbean for **Expedia Group Lodging Partner Services** and Ana Paradela, Director of Business Development, also from **Expedia Group Media Solutions**, among others, who shared relevant industry trends and information.

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### **About Discover Puerto Rico**

Discover Puerto Rico is an 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 brings 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. You can visit us at [DiscoverPuertoRico.com](https://www.discoverpuertorico.com).