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DISCOVER PUERTO RICO REPORTS SIGNIFICANT PROGRESS IN THE MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS INDUSTRY

During 2019, Discover Puerto Rico has helped the local MICE industry grow substantially, delivering an economic impact year to date of \$87.4 Million.

San Juan, Puerto Rico, October 22, 2019 – Discover Puerto Rico reports the islands meeting and events strategy is proving to be successful as it puts Puerto Rico back on the map as a preferred destination for the industry. With encouraging numbers during 2019, Discover Puerto Rico reports that from January to September 2019, confirmed events for future years reached 197, almost 2x more than 2018 (103 events). In terms of room nights confirmed, a total of 101,704 were registered, almost 2x more than 2018 (53,022). This represents an increase of 48%, which has an economic impact year-to-date of \$87.4 Million vs. \$45.6 Million from the period of January to September 2018.

“Puerto Rico is a prime destination for meetings, incentives, conferences and exhibitions, with the ease we provide in doing business as a U.S. destination and the allure of a Caribbean island with a unique history and culture,” stated Brad Dean, CEO of Discover Puerto Rico. “We are committed to taking the existing pipeline of sales prospects and inject strong interest to propel Puerto Rico as a leading destination in the MICE industry. Our sales team is targeting close to a 30% increase in MICE sales year over year.”

The trend remains positive in the events segment during Q3 with 58 confirmed events (up 72% versus 2018 with 16 events), which represents a total of 28,152 room nights confirmed (up 80% versus 2018 with 5,696). This generates \$24.2 Million, a dramatic 80% increase versus \$4.9 Million during the same period in 2018.

Discover Puerto Rico is working with an active lead pipeline of with 421 leads, representing 337,630 requested room nights that have the potential to contribute \$290.3M in economic impact.

Discover Puerto Rico will keep its momentum with presence in approximately 30 events, conferences and conventions including IMEX America, Brand USA Travel Week, and Destination Caribbean among others. Also, Puerto Rico is preparing to be the host destination for the upcoming World Travel and Tourism Council (WTTC) 2020 Global Summit in April 21-23, 2020, the most important event for the international travel and tourism sector which expects to attract approximately 2,000 attendees and 150 to 200 international journalists to Puerto Rico.



For more information on the destination, visit [DiscoverPuertoRico.com](https://www.discoverpuertorico.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 brings prosperity to the people of Puerto Rico, by collaboratively promoting the Island's diversity and uniqueness for leisure and business travel, 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 the community at large, to empower economic growth. To discover all the beauty the Island has to offer, visit [DiscoverPuertoRico.com](https://www.discoverpuertorico.com).