



International Markets Monthly Merchandiser OCTOBER 2019



Canada

PR: Coverage

DPR has teamed up with a team of local urban mural artists to launch an art initiative designed to publicize the island's distinctive art scene.

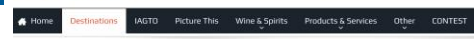


PR: Coverage

Puerto Rico continues to expand their hotel offerings with a huge range of soon to open hot new hotels



PR: Coverage



Synopsis:
In Puerto Rico, where high season runs roughly from December through May, visitors can expect an array of tropical courses, lodging venues, and an eclectic spectrum of eateries which makes Puerto Rico traveller friendly; an island oasis where everyone's tastes and preferences are welcomed and satisfied.

Colombia

PR: Coverage

DPR met with the editor of Credencial Magazine.



Discover Puerto Rico, sent its first newsletter to Colombian trade, with all the necessary tools to sell the island and to become an expert on the destination.



Sales & Marketing: Trade Newsletter

PR: International Group Press Trip

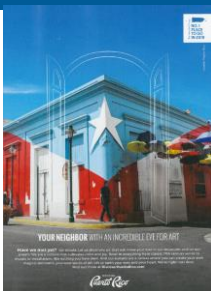
"Now we understand why they call Puerto Rico 'La Isla del Encanto'". Margarita Corneo from La República Newspaper and Alejandra Moreno from El Espectador newspaper have just arrived from the 500th Anniversary Press Trip.



Germany

Sales & Marketing: Advertisement in Condor Inflight Magazine

Advertisement in the bilingual Condor Inflight Magazine. Condor is the second largest airline in Germany. 97% of the 7 million passengers read the magazine in the last 12 months.



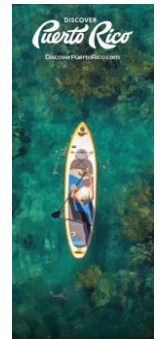
PR: Article in Condor inflight magazine

4 page article in Condor's inflight magazine "Holiday" about experiencing Puerto Rico with all senses. The PR value is U\$ 82,600, circ. is 120,000 (97% of 7 million passengers read Holiday).



Sales & Marketing: Trade Forum, 25th October

Lieb Management met with 5 attendees from 3 different tour operators and 1 airline after the Visit USA annual meeting in Frankfurt. The event included destination training, a perception study and piña colada drinks as well as some Caribbean finger food.



Spain

Trade & Marketing: FOC Flights Secured for fam trip

Six free of charge flights secured for trade fam trip in December 2019.



PR: Planeta Calleja in Puerto Rico

Spanish TV program Planeta Calleja visited Puerto Rico with the celebrity Chef Jose Andres.



Sales & Marketing: Iberia promotes Puerto Rico among its top selling wholesalers in Spain

On October 10th, Iberia gathered 17 product managers and executives from Spain's 10 leading wholesalers to present their route to San Juan, Panamá and Santo Domingo. DPR Spain presented the destination and met several new top sellers for Iberia this year.



UK

Hills Balfour has developed relationships with numerous key tour operators, such as Saga and Carrier, looking to add Puerto Rico product to their portfolios.



Sales & Marketing: Trade Newsletter

'Have we met yet?' e-newsletter shared with entire UK trade database.



Sales & Marketing: Tour Operator Interest

PR: International Group Press Trip

Hosted 9 x journalists from top tier international media titles from Canada, Germany, Spain, UK and Colombia for the 500 Year Anniversary group press trip.

