



### **DISCOVER PUERTO RICO'S PRESENCE AT THE NEW YORK TIMES TRAVEL SHOW**

At the New York Times Travel Show this past weekend, we had a presence at the LGBTQ pavilion, given the fast-paced growth and importance of this niche travel segment, and to further solidify our positioning as the LGBTQ Capital of the Caribbean. Alongside us in this pavilion were other premier destinations, including: Chicago, Fort Worth, Greater Fort Lauderdale and New York State, among others. We built strong connections with industry representatives and consumers via conversations and vacation inspiration guides we distributed, adding approximately 4,000 new contacts to our growing database.

Separately, we also secured, free-of-charge, one of only 11 press conference slots assigned by The New York Times, where we had the opportunity to present the latest destination updates with more than 50 U.S. media, including Fodor's, Readers Digest, Conde Nast, AFAR, Thrillist, among others. These efforts followed a media tour in New York City earlier last week where Discover Puerto Rico leaders met with top tier publications such as The Washington Post, Skift, Travel & Leisure, The Points Guy and Lonely Planet, among others.

As we shared last week, Discover Puerto Rico made a strategic and financially responsible decision last year to shift Puerto Rico's leisure marketing approach and reduce the high production expenses formerly spent at leisure shows, given that our budget this fiscal year was significantly reduced from last year. High production appearances at trade shows (including Discover Puerto Rico's presence at the New York Times Travel Show last year) had a very limited return on investment. As we planned how best to maximize our limited marketing budget for the year ahead, we re-allocated booth production dollars to more directly reach prospective travelers via online channels and activations with much stronger returns, such as digital advertising and social content, channels where travelers are making immediate, short-term decisions that impact travel to the island more efficiently, and more quickly.

While our physical presence at these trade shows has been scaled back to reduce expenses in areas that don't directly drive immediate visitation, we placed a high focus on industry relationship-building and media engagements in each market.