



International Markets Monthly Merchandiser JANUARY 2020



Canada

Tourism Message Strong After Earthquake

Last updated: 06:59 AM ET, Mon January 13 2020

Puerto Rico Open for Tourism Business as Earthquake Recovery Continues

DESTINATION & TOURISM | DONALD WOOD | JANUARY 10, 2020

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Cruise ships in San Juan, Puerto Rico (Photo by Brian Major).

Travel Trade Trainings

33 travel trade educated on the South West Coast of Puerto Rico



WorldStrides
Educational Travel & Experiences

New Product Added



Full day on South West Coast added with Exploria – WorldStrides (Tour Salinas de Cabo Rojo, Ponce Walking Tour, Mofongo cooking lesson)



PR: Coverage

Colombia

Breakfast with Avianca

En fotos: Los encantos de San Juan de Puerto Rico
Recomiéndanos por el Centro Histórico, La Bohío, El Morro, aventuras en alta mar y tours gastronómicos son algunos de las actividades que el turista no se puede perder.



El Espectador Newspaper released an online gallery entitled “The charms of Puerto Rico”, with more than ten photos of the most spectacular places to visit.

DPR held a productive meeting with Natalia Bohorquez, Avianca Tourism Global Manager, and her team. An excellent opportunity to explore all the possibilities for the promotion of Puerto Rico.



DPR Colombia attended Avianca’s 100 year celebration

Avianca invited DPR Colombia to celebrate its first 100 years of operations. A great moment to talk about Puerto Rico and network with the leading travel agencies and wholesalers of the country.



Trade: Meeting Coordination ITB

Germany

PR: Result International Group Press Trip

Reached out to our entire contact list to coordinate high quality meetings for DPR at ITB in Berlin in March.



Christine DeSilva, who participated in the Internationale Group Press Trip to Puerto Rico in October 2019, published her article on October 18, 2020. The story was featured in the regional daily newspaper "Passauer Neue Presse" and its 16 local editions (circ. 155,874) as well as online on pnp.de (9,835,446 visits).

Trade: Condor with new owner PGL

The Polish Aviation Group (PGL), owner of the Polish airline LOT, has signed a contract to take over Condor, securing their future in the long term.



Resilience in Tourism: a success story of Puerto Rico

Spain

Exclusive interview with Excelencias Media Group during FITUR

Brad Dean, was invited as a keynote speaker at FiturTechY at FITUR. Brad explained the marketing strategy and successful campaigns conducted in the past 2 years to reach our pre-Hurricane Maria numbers.



Brad Dean met the president of Excelencias Media Group who interviewed him on DPR's destination's performance and how the island is tourism ready.

Discover Puerto Rico at FITUR 2020



In total, 11 media and 23 trade appointments were conducted at FITUR 2020, as well as 2 media interviews. Appointments were a combination of airlines, tour operators, OTA's and travel agencies who were interested in developing new product and itineraries in Puerto Rico.



UK

PR: The Times Coverage

The Cool List: celebrating the reasons to travel in 2020



15. Puerto Rico
Tourism on this intriguing Caribbean island is rebounding from recent natural disasters, thanks to hotel openings, improved routes and a whole new entertainment district

Puerto Rico has become a surprising poster child for tourism comebacks. In 2017, Hurricanes Maria and Irma blasted the island, leaving the US territory of 3.2 million people devastated. Then, in December and January, earthquakes rocked the island's southwest. Despite this, Puerto Rico is very much open for business. This year will see the launch of El Distrito, a five-acre entertainment district in San Juan, while further fillips include Marriott Aloft openings in the capital and the city of Ponce, and a Four Seasons and golf course in Cayo Largo. Last year marked the 500th anniversary of Old San Juan, a UNESCO World Heritage Site where the island's Taino, African and Spanish traditions mesh. December 2020, meanwhile, will see the premiere of Steven Spielberg's remake of *West Side Story*. [discoverpuertorico.com](https://www.discoverpuertorico.com)



The 50 best holidays in America for 2020

33. Party in Puerto Rico

Join the big party to celebrate Puerto Rico's 500th birthday, with celebrations being held across the US territory throughout the year. The anniversary coincides with a series of new openings in San Juan, the lively capital, including a new Aloft hotel this spring, plus El Distrito, a multimillion-dollar dining, arts and culture hub on the waterfront. In December you'll be hearing plenty of talk about Puerto Rican Sharks, too; don't be alarmed – there's a Steven Spielberg reboot of *West Side Story*, the Leonard Bernstein musical that pitted the Sharks against their rival teenage street gang the Jets in urban New York in the 1950s. **Details** Doubles at Aloft San Juan from £178 (expedia.com). Fly to San Juan with American Airlines



PR: National Geographic Coverage

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PUERTO RICO

Reference WW74088

Overview

TOP 5 THINGS TO DO...

New Product Added

Following the Megafam in December, Barrhead Travel has launched Puerto Rico as a destination on their website