



## **Discover Puerto Rico promotes Porta del Sol**

*Encourages business owners to take advantage of the tools DPR has to offer*

**Mayagüez, Puerto Rico, March 9, 2020-** As part of the ongoing efforts of Discover Puerto Rico, the destination marketing organization (DPR), the mission is promoting the whole island and everything it has to offer, from its beautiful beaches, the bio bays, coffees haciendas and distilleries, the rich culture and its people. Today, together with the municipality of Mayagüez, DPR shared all the efforts they have been doing regarding the western part of the region, since the opening of Discover Puerto Rico.

“One of our main missions is to promote the attractions and points of interest of every municipality of Puerto Rico. For this reason, we come to Mayagüez, known as the capital of Porta del Sol, to meet new allies, business owners and the people in general. Our goal is to inform them that we are here to help them grow and that together we can bring more tourists not only to Puerto Rico but to their specific region”, expressed Brad Dean, CEO of Discover Puerto Rico.

The website [www.discoverpuertorico.com](http://www.discoverpuertorico.com), is divided by region and you can find over 1,800 business profiles and points of interests specifically from the western region. It is encouraged for all businesses to contact the Discover Puerto Rico offices, to register and help them include their profiles as thousands of views are seen monthly. The attractions are also promoted in all of our social media channels which are high engaging of future tourists.

“During the month of March, our team is having industry workshops to help business owners directly on how they can take advantage of our website, social media platforms, marketing co-ops, photo and video database, among other things. I encourage them all to join this workshop which are free our charge, and it those who attend will be very much benefitted. The one in the western region will take place on March 26<sup>th</sup> at Combate Beach Resort in Cabo Rojo”, advised Dean.

Other efforts to promote the island are the familiarization trips (FAMs), inviting journalists and influencers to come and enjoy the island firsthand. Nearly 30 journalists have visited the western region of the island and visiting places such as, Hacienda Los Angeles, La Guancha, Las Salinas, Cabo Rojo, Faro de Cabo Rojo, Bio Bay en La Parguera, Guilligan’s Island, Rincón Brewing Company, Destilería Coquí, among others. Additional FAM trips are planned in the upcoming months, not only for journalists but also for sales coordinators and tour operators.

“We are extremely delighted to collaborate with Discover Puerto Rico on promoting Mayagüez and the western region through their efforts and invite them to work hand in hand with us, to showcase that Puerto Rico is open for tourism. It is an important time for us in order to move and grow the economy of the island”, commented Hon. José Guillermo Rodríguez, mayor of Mayagüez.

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Discover Puerto Rico also informed that will be participating in the Puerto Rico HotelierCon 2020, and educational conventions that covers topics regarding hospitality and tourism, taking place on March 11-12, 2020 at the Cabo Rojo Convention Center. They will have an exhibitor both days in the trade show and three presentations throughout the convention, including one from the CEO, Brad Dean.

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