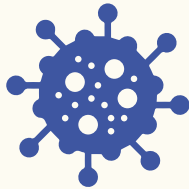


COVID-19 DECISION FUNNEL



COVID-19

The objective of Discover Puerto Rico's COVID-19 Action Plan (CAP) is to manage the disruption lifecycle effectively, and mitigate the impact on tourism by steering a rapid recovery plan for the island. The Decision Funnel illustrates the myriad of factors Discover Puerto Rico deems imperative to making marketing, communications and sales decisions related to the ramp-up of activities post-COVID-19.

INPUTS




 **HEALTH DEPARTMENT GUIDANCE**
(Puerto Rico COVID-19 cases peak and begin to decline)

 **GOVERNMENT MANDATE**
(quarantine, lockdown, curfew)

 **AIRLINES**
(capacity, pricing, demand, routes)

 **PRODUCT**
(restaurants, workforce, lodging inventory, attractions, tour operators)

 **RESEARCH**
(leisure, MICE, Puerto Rico specific, consumer sentiment)

OUTPUTS

TIMING
BUDGET
MARKETS
CHANNELS
MESSAGE
SALES APPROACH

