



# International Markets Monthly Merchandiser APRIL 2020

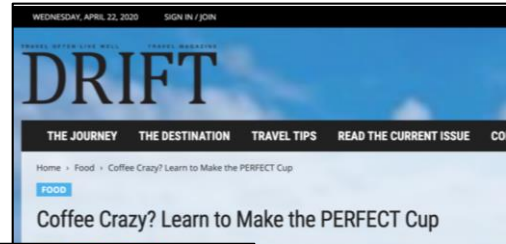


Facebook Live : over 1, 700 views

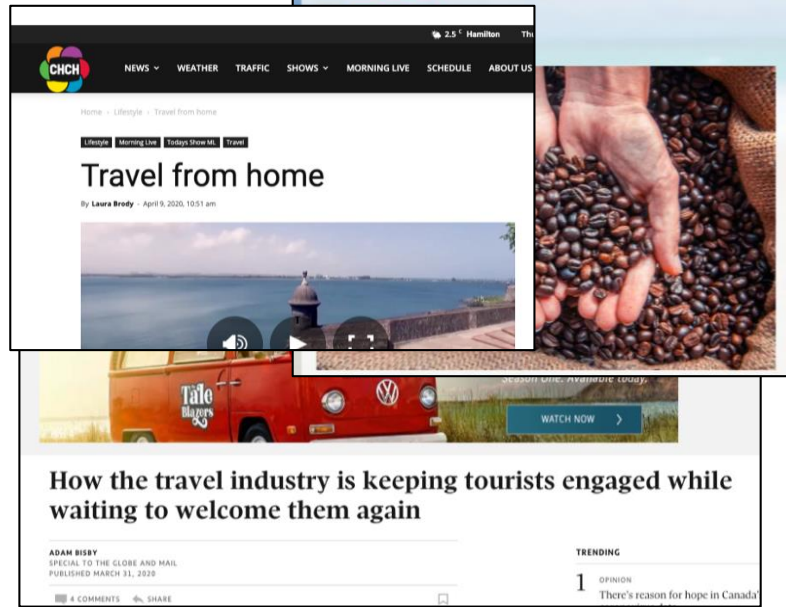
Canada

Profession Voyages B2B web conference. Discover Puerto Rico rep Kosta Tsimiklis was chosen to represent Canada's destination marketing companies to talk about the US and travel recovery towards Puerto Rico. 520 live views and over 1, 700 total view in 4 days.

Virtual Vacay Coverage



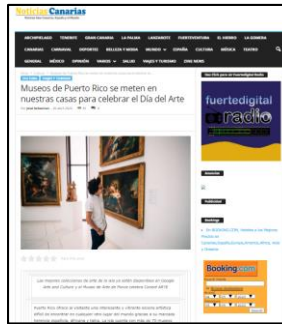
DPR Canada also took part in Baxter Media's Agent Appreciation 2020 video , celebrating Canadian agents



Books, museums and cocktails from Puerto Rico to enjoy at home

Spain

Bespoke pitches developed in response to COVID-19 lockdown including virtual vacation experiences to be enjoyed at home.



Wholesaler trade partner USA at MEDIDA highlighted fly & drive in PR in Instagram. PANGEA to feature live Instagram on 6 May

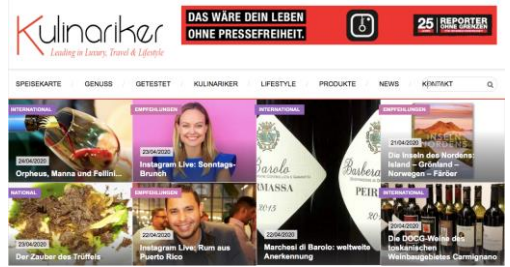


## Trade: TUI Cruises

## Germany

## PR:

The port of San Juan will be called for the first time by the Mein Schiff 1 from TUI cruises in autumn 2021.



Coverage of #VirtualVacay activities in online and print media outlets

## Virtual weekend getaway

## Colombia

## PR: Coverage



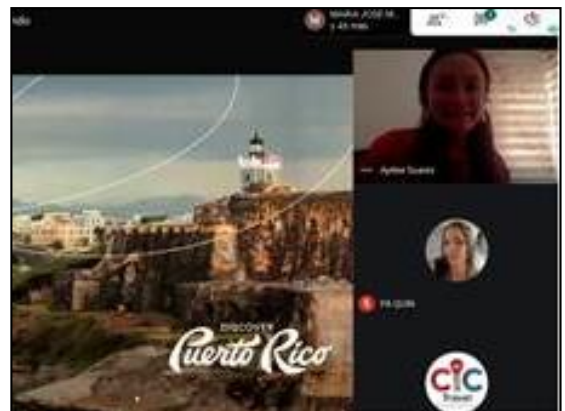
Colombian travel agents enjoyed the new virtual events to stay connected and closer to the traditions of the island of enchantment. The #VirtualVacay has been very well received by local trade.

Specialized and final consumer media reported the weekend activities to Puerto Rico, scheduled between April 17-19 and April 24-26.



## Puerto Rico webinars

DPR carried out two trainings for travel agents in the market. On April 21, it was with the product department (6 ppl) of the wholesale travel agency Turismo Total, located in Medellín. On April 23, more than 170 people from CIC Travel were trained from its offices in Bogota, Medellin, Cali, Bucaramanga, Barranquilla, Pereira plus its branches in Peru, Argentina and Chile.



## PR: Coverage

## UK

DPR pitched a variety of 'virtual vacay' experiences across UK media, including Salsa Classes, Cooking Classes and even how to make the perfect Pina Colada in order to enjoy a taste of Puerto Rican life at home. Coverage was picked up across National titles such as the Telegraph, across 11 regional newspapers, trade media such as Selling Travel and key consumer titles including Luxurious Magazine.



## TTG Virtual LUXPO Event

DPR attended TTG Virtual LUXPO event over two days (29-30 May) and met with 29 luxury agents in 10 minute one-to-one meetings. Follow up emails have been sent which included a boutique property list, luxury brochure, sales kit and Virtual Vacay information.