



CARIBBEAN TOURISM SECTOR TO WORK TOGETHER ON RECOVERY

Discover Puerto Rico participates in webinar with other Caribbean industry leaders

San Juan, Puerto Rico, June 2, 2020- Earlier today Discover Puerto Rico joined industry leaders from the Caribbean Hotel & Tourism Association (CHTA), Marriott International, Delta Air Lines and the Aruba Tourism Authority on the webinar “2020 Caribbean Travel Outlook” to discuss the impact on the tourism sector throughout the region and what travel will look in the Caribbean for the remainder of 2020 as the region emerges from COVID-19. Caribbean Journal moderated the virtual event.

The CHTA presented that the drop in the hotel occupancy rate has been seen all throughout the Caribbean moving to single digits with an 8.4% reported in the end of March 2020. Looking at the Caribbean as a whole, it is estimated that the loss in earnings from tourism between March and May was \$6 billion, while the estimated temporary job losses related to tourism surpasses the one million mark. As Puerto Rico has also seen through their research, the CHTA mentioned that they believe that Intra-Caribbean business and leisure travel is expected to return first.

“All of the industry leaders that participated in this panel agree that the tourism sector is resilient and that it comes back after recessions, major hurricanes and other disasters. We all have to work together as an industry, to regain confidence from tourists through implementing new safety and cleaning guidelines so that our visitors feel safe when visiting our destination,” expressed Leah Chandler, CMO of Discover Puerto Rico.

Discover Puerto Rico presented their COVID-19 Action Plan and shared with the attendees their new “Time” campaign that was launched in phases, starting with “All in Good Time.” The organization is waiting to enter into Phase 3 of their plan, once there is a decline on COVID cases in Puerto Rico, travel restrictions on-island begin to loosen, and tourism related businesses are open. The organization also presented their condensed and consumer friendly visitor health and safety guidelines.

Marriott International showcased the company’s recent roll-out of elevated cleanliness protocols and other measures they are taking to ensure that guests feel confident when they stay at one of their 46 properties in the Caribbean. The company is committed to continue growing their portfolio in the region, including the opening of several All-Inclusive projects that were announced late 2019. Innovating operations in the next normal, Marriott is looking to adapt their approach in the MICE sector, for example, where the travel company is working on concepts blending meetings with virtual and in person attendees.

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“We look forward to working with Discover Puerto Rico and other destination offices to bring tourism back to the Caribbean. In the meantime our hotels that are open in Puerto Rico are working diligently to implement measures and cleaning protocols to ensure local guests feel confident to eat at our restaurants, enjoy our pools and get much needed rest and relaxation when staying with us,” said Diana Plazas, Chief Sales and Marketing Officer, Marriott International Caribbean and Latin America.

On the other hand, Delta Air Lines showed how they are setting the standard in the airline industry for safer travel. The airline has put measures in place that are in accordance with the Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO) to help keep their customers safe and give them more peace of mind.

The Aruba Tourism Authority was also part of this important webinar, sharing their future plans to create demand to their destination post-COVID. The “2020 Caribbean Travel Outlook” was presented by the Caribbean Journal.

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About Discover Puerto Rico

Discover Puerto Rico is an established private, not for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO brings prosperity to the people of Puerto Rico by collaboratively positioning the Island's diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination and works collaboratively with key local governmental and non-governmental players throughout Puerto Rico's visitor economy and community at large, to empower economic growth. You can visit us at DiscoverPuertoRico.com.

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