



## DISCOVER PUERTO RICO INSTILLS CONFIDENCE IN CONSUMERS

**San Juan, Puerto Rico, June 3, 2020-** Discover Puerto Rico (DPR) is executing plans based on research, which shows consumers are committed to travel and to receive information from destinations on where to travel next. The organization has kept Puerto Rico top-of-mind since the beginning of the COVID-19 lockdown and is eager to tell consumers that it's safe to visit our island, once the government lifts restrictions.

"As we emerge from the COVID pandemic, we must write yet another comeback story. And while many challenges lie ahead, I have no doubt that together, we are going to show the world that nothing can keep Puerto Rico from reaching its potential. For the sake of the 80,000 people who work in the tourism industry in Puerto Rico, and the people throughout the island who are positively impacted by more than \$640 Million of taxes generated by the tourism industry, this comeback is crucial," stated Brad Dean, CEO of Discover Puerto Rico.

During today's virtual industry update, Discover Puerto Rico shared research showing that what consumers are looking for is well aligned with Puerto Rico's product. Consistently, we have seen that beaches, rural destinations and National Parks are how consumers want to ease back into travel.

"Hotel occupancy in the U.S. has increased each week for the past 6 weeks, with the most recent figures at 35% average occupancy for hotels. Airlines have begun to add capacity back. For Puerto Rico, airlines have posted encouraging schedule levels for the latter part of this year, signaling potential for economic recovery in the next few months. The leisure audience continues to have the longest booking window, with most flights being booked more than 90 days out. Because the booking window for trips to Puerto Rico has increased so dramatically, we know that Discover Puerto Rico needs to be reaching consumers now to see them arrive this fall," expressed Dean.

Puerto Rico has maintained top-of-mind awareness with consumers through a variety of efforts, but the organization is ready to move to next phase of the plan. "This phase is about excitement, confidence, and empowerment. Discover Puerto Rico is no longer just inspiring. We are giving people permission to act on their desires, supported with proof points like ease of access, and "no passport" as well as delivering on a new standard of safety in travel," stated Leah Chandler, CMO of Discover Puerto Rico

Discover Puerto Rico recently released a condensed, consumer friendly version of the Visitor Health and Safety Guidelines established by the Puerto Rico Tourism Company. The objective is to provide visitors with a quick-glance, easy to understand snapshot of the main mandates surrounding the new COVID-19 health protocols. This document will be available in English and Spanish, on DiscoverPuertoRico.com and on the DMO industry portal for local businesses to share with visitors as well. The organization is also developing a companion video to use in their social channels, as it prepares visitors for what their experience will be like on the Island.

As the organization prepares to welcome meeting planners, travel advisors and journalists for site visits to the Island, branded safety kits have been developed to include masks, hand sanitizer, sunscreen, sunglasses and other items they might need to safely travel to the Island. If the planners or advisors are not able to make it to the Island, virtual site visit videos are being created to highlight meeting venues and hotels so that these important planners have the tools to make decisions about bringing their events and clients to Puerto Rico.

**Contact:** Anamari Caratini, Public Affairs Director  
787-402-0329 | [Anamari.caratini@discoverpuertorico.com](mailto:Anamari.caratini@discoverpuertorico.com)



The ongoing survey from *Northstar Global Meeting Planners*, continues to show that roughly 85% of meeting planners are working and from those, 75% say they are in the planning mode now. Which means they are either researching, sourcing or even booking future years. The survey shows that over 90% of the meeting planners will be booking new business in the next 12 months.

“We are seeing positive movement in the generation of new leads. During the week of May 10, we saw signs that new event room night requests were showing signs of recovery. At 15,000 + new lead room nights, it was the best week since the beginning of March. To help us generate those leads, a new 360 degree tour platform from the Puerto Rico Convention Center has been added to our selling toolkit that allows us to highlight one of the most architecturally stunning centers in the Caribbean and all of the United States, next to El Distrito,” mentioned Ed Carey, CSO of Discover Puerto Rico.

Dean concluded that, “while everyone has been impacted, no industry has been harder hit than tourism. Thankfully, our government and healthcare officials responded quickly, because of this, we are winning the battle of public health, and of course, that is the top priority. Now, all of us, public sector and private sector together, must attack the economic crisis with the same commitment, the same determination and the same collaboration. We are encouraged to see so many businesses implementing new guidelines and protocols to protect the health and safety of employees and visitors. This will show consumers that Puerto Rico is the safest destination to visit on their next trip.”

###

#### **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](http://DiscoverPuertoRico.com).

**Contact:** Anamari Caratini, Public Affairs Director  
787-402-0329 | [Anamari.caratini@discoverpuertorico.com](mailto:Anamari.caratini@discoverpuertorico.com)