



DISCOVER PUERTO RICO PREPARES TO WELCOME TOURISTS ON JULY 15

San Juan, Puerto Rico, July 1, 2020- Discover Puerto Rico (DPR) has continuously promoted the Island to keep Puerto Rico top-of-mind for the past two years since the opening of the organization. While the tourism sector prepares to welcome back tourists on July 15, Discover Puerto Rico is committed to leading the recovery of tourism in Puerto Rico. The Destination Marketing Organization (DMO) executes plans based on research, to deliver the right message to the right market, who has the highest propensity for visiting the Island.

“Puerto Rico has earned admiration worldwide for resiliency and determination in the face of adversity. For the past two years, we have created a vast library of research and data that has guided and informed our decision-making, as well as a huge collection of multimedia assets that showcase what is truly special about our Island. But, one of the most important charges of our organization is consistency of messaging and promotion which differentiates our Island and strengthens our destination brand. We deliver high-performance sales, advertising and service strategies that give us a competitive advantage, even when we are investing less in promotion than our competitors,” expressed Brad Dean, CEO of Discover Puerto Rico.

During the virtual industry update, Discover Puerto Rico shared research that Puerto Rico continues to have the kind of product consumers are looking for as they ease back into travel, including beaches and rural destinations. Destination Analysts’ traveler sentiment survey shows beaches and watersports, as well as visiting friends and family were the only two trip drivers that increased as travel motivators since January. Given the importance of visiting friends and family, the Diaspora market will become even more important to short-term recovery of the destination.

As travel restrictions evolve and businesses open, Discover Puerto Rico enters the “Rebound” phase of its COVID-19 Action Plan, which includes a ramp-up of paid media, amplification of a “readiness” message through earned media, and the implementation of a “bridge” creative campaign.

“Right now, we are enticing travelers with a direct call to action to book their trip, providing tangible incentives to choose Puerto Rico as part of our “It’s Almost Time” campaign. This campaign was developed to specifically address issues around inspiration and consumer confidence as a result of COVID-19. We are looking forward to launching the final phase of the campaign, boldly proclaiming: “It’s Time,” explained Leah Chandler, CMO of Discover Puerto Rico.

[DiscoverPuertoRico.com](https://www.discoverpuertorico.com) has a Travel Advisory on the homepage, detailing everything tourists need to know when travelling to the Island. This advisory is constantly updated with information announced by the government, including the new arrival mandates of presenting a negative result of a molecular COVID-19 test, taken 72 hours prior to arriving to the Island.

As the destination approaches the re-opening date, Discover Puerto Rico has graduated a Year-To-Date total of 9,902 new graduates of the Puerto Rico Experts program. The organization is shifting from pure education to a call to action, giving these graduates an incentive of \$100 for their first minimum stay booking in one of our hotels. The Northstar Meetings’ survey shows that planners are now even more optimistic about booking meetings through the end of this year, with new bookings that will operate through the first quarter of 2021 and beyond.

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“The team at Discover Puerto Rico will continue to promote Puerto Rico and work together with public and private partners who are committed to helping bring visitors back to our Island. At the DMO, this is not simply about promoting tourism. It’s about saving our industry and protecting 84,000 jobs. It’s about helping keep the 5,100 businesses and organizations that we promote alive and healthy,” finalized Dean.

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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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