



Airport Arrival Protocol Media Statement

Puerto Rico, July 15th, 2020 - Since June 11, when the official opening of inbound tourism was announced as July 15, Discover Puerto Rico has diligently informed and educated potential travelers, travel advisors, meeting planners, and journalists about airport arrival protocols, as this information was made available from Aerostar, the Puerto Rico Department of Health and the Puerto Rico Tourism Company. The destination's strict health and safety guidelines have been robustly communicated through consumer and media channels. In March, Discover Puerto Rico developed and published a thorough Travel Advisory on www.DiscoverPuertoRico.com, which is continuously updated to reflect public policy and general information about the destination and what travelers can expect once they arrive.

In the four weeks since the reopening announcement was made, the online Travel Advisory has received more than 300,000 views. The average time spent on the page is more than eight minutes, indicating that consumers are carefully reading the information. Additionally, a strong public relations effort communicating airport arrival protocols and health and safety guidelines yielded extensive media coverage, garnering 203 media placements in publications such as Forbes, Travel + Leisure, The New York Times and Conde Nast Traveler among others, generating more than 1.5 billion impressions with an earned media value of more than \$30 million.

Discover Puerto Rico does not create public policy. The role of the DMO is rooted in communicating and educating consumers about the Island's new guidelines, mandates and protocols, to safeguard visitors and residents' health and safety. Discover Puerto Rico has worked closely with Aerostar and the Puerto Rico Tourism Company to ensure accuracy in messaging, but neither develop nor monitor the screening of passengers. Information and a corresponding link to the digital platform www.travelsafe.pr.gov created by the Puerto Rico Department of Health to enhance the passenger screening process and contact tracing features have been included in Discover Puerto Rico's Travel Advisory.

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