



STATEMENT REGARDING WORLD TRAVEL & TOURISM COUNCIL

San Juan, Puerto Rico, January 28, 2020 – Puerto Rico’s tourism industry reaffirms its commitment to drive an “open for tourism” message and immediate visitation throughout the entire Island.

The World Travel & Tourism Council (WTTC) announced today that the WTTC Global Summit, scheduled for April 2020, has been moved from San Juan, Puerto Rico to Cancún, Mexico, and that the organization plans to be back in Puerto Rico later this year.

Discover Puerto Rico will reallocate financial resources set aside for hosting the WTTC Global Summit, to more impactful, consumer-facing activations and marketing efforts that strongly promote Puerto Rico’s active “open for tourism” message, drive immediate visitation throughout the entire Island, and spur activity across the non-Metro area. To reach this objective, a mega media familiarization (FAM) trip is scheduled for April, which will coincide with the official opening of El Distrito, the Island’s new premiere entertainment destination. The organization expects to welcome 50+ journalists from the U.S. and key international markets. Additional details of other consumer-facing activations and marketing efforts are scheduled to be announced later this week.

While it would have been an honor to host the WTTC Global Summit, Discover Puerto Rico (DPR), the Department of Economic Development and Commerce (DDEC), the Puerto Rico Tourism Company (PRTC), and the Convention District Authority are aligned on focusing these resources to reach larger consumer audiences. These high-impact efforts will help continue the great momentum from 2019 and ensure 2020 is another record year for Puerto Rico. Fueling tourism is critical right now to continue to support the local communities throughout the Island.

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Acerca de Discover Puerto Rico

Discover Puerto Rico es una empresa privada, sin fines de lucro, recientemente establecida, cuya misión es hacer que Puerto Rico sea visible para el mundo como un destino de viajes de primer nivel. El DMO traerá prosperidad a la gente de Puerto Rico, colocando de manera colaborativa la diversidad y la singularidad de la isla para el turismo de ocio, negocios y eventos. Es responsable de todo el mercadeo global, ventas y promoción del destino y debe trabajar en colaboración con los principales entes locales gubernamentales y no gubernamentales a través de la economía del visitante y la comunidad de Puerto Rico en general, mientras fomenta el crecimiento económico. Puede visitarnos en: [DiscoverPuertoRico.com](https://www.discoverpuertorico.com)

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