

TRAVEL TRADE DEVELOPMENT

INTERNATIONAL MONTHLY REPORT: JULY

KPI DASHBOARD: ALL INTERNATIONAL MARKETS

TRAVEL TRADE	JULY RESULTS	YTD RESULTS
Product development		
No. of New Products Developed	0	0
Trade Education		
No. of Trade Education Sessions	3	3
No. of Participants	4	4
No. of Trade Sales Calls	50	50
Trade Newsletters		
Newsletter key Decision Makers	1	1
PUBLIC RELATIONSS		
No. of Articles Generated	86	86
No. of Circulation / Impressions	94,992,450	94,992,450
No. of EAV	41,229	41,229
No. of Media/PR Calls	42	42
No. of Press Releases Issued	1	1

EXECUTIVE SUMMARY:

PR

Hills Balfour secured 86 pieces of earned media internationally throughout July 2020. Press pitching and media liaison was once again the forefront of international PR activity as the ongoing COVID-19 outbreak changed the workings of the media landscape.

A key activity highlight this month was securing Canadian coverage which was syndicated across a total of 75 Canadian titles including The Ottawa Sun and O Canada. The distribution of the Pina Colada press release resulted in pickup from top online outlet Yahoo! which has a huge reach of 43million. Recognising the consumer demand to escape, Hills Balfour also secured extensive coverage in national UK titles (Daily Express, Sunday Mirror etc.) pitching remote accommodation options.

This month Hills Balfour also prepared the DPR annual report and worked on developing the global PR strategy for 2020-21 to present to DPR.

Sales & Marketing

During the month of July, Hills Balfour conducted in-depth research across all international markets in order to create a well-informed re-entry strategy to present to Discover Puerto Rico. As part of this initiative, data was collated across all markets (including some newly identified target markets), contact was made with Airbnb and calls were held with CTO (UK & European Chapter) and National Geographic. Alex Perez, an aviation specialist, was brought into the team in order to assess the current positioning of the international airlift and identify targets for our airline strategy moving forward. Hamish Reid, Hills Balfour's MICE Director, was brought into the team to create a MICE strategy piece and look at ways in which adding MICE to the international remit could be beneficial for the island moving forward.

Discussions around the Educational Webinar Series continued and the concept was built up around the Virtuoso Webinar Series. Deborah brought Francisco and team into the conversation and the start date was confirmed for mid-August.

Following the governor's decision to delay the re-opening of the island to tourists, Hills Balfour created a newsletter highlighting the 'it's time to plan' message to the international trade. The newsletter was edited as per DPR's request and sent to the trade database on 31 July.

Regular liaisons with key contacts in the trade continued throughout the month of July, including important product development conversations, airline route discussions and early recruitment for the webinar series (proposing the idea to see who would be interested). A pivotal conversation with Virgin

Atlantic took place towards the end of July, in which the route development team suggested that it may be viable to launch a Puerto Rico – Antigua flight. Amanda and Niamh are handling these conversations and schedule a call involving Brad and Leah when it's appropriate.

MARKET UPDATES:

UK

- The UK and Ireland are opening up though Ireland remains slightly behind the UK in terms of timeline
- Lockdown is easing, with pubs, restaurants and shops all reopening in July
- The government has announced a safelist of destinations to where UK citizens can go, though we have seen recently that while this is reviewed every 15 days and destinations have been added, they can also be removed (such as Spain) overnight
- The Furlough Scheme has been a lifeline for businesses, now there are 9.4 million British citizens whose jobs are currently protected as a result of the scheme (31% of national employees)
- In terms of GDP, April saw a large decrease but May picked up as businesses reopened (1.8% growth); in July 89% of businesses were still trading

SPAIN

- The coronavirus crisis has cost the Spanish tourism sector around €30 billion due to the loss of income of the more than 18 million foreign tourists who stopped coming and due to the lower expenses of nationals on their trips given the ban of displacement.
- Of the rescue fund approved by the European Union, and which allocates €140,000million for Spain, 25% will be an injection for the tourism sector, that is, €35,000million
- The two largest US carriers, American Airlines and United Airlines, and two of Europe's largest airline groups, Lufthansa Group and International Airlines Group (IAG) – holding company for British Airways, Iberia, Vueling, Aer Lingus and Level – are calling for the creation of a joint COVID-19 test program between the United States and the European Union to facilitate the restart of transatlantic flights
- The perception around Spain's borders is causing more and more countries impose restriction to travel and issue travel warnings that are damaging Spain's local travel industry, and discouraging Spanish travelers from going abroad (i.e. quarantines)

GERMANY

- Air travel offered by German airports is increasing. Almost two thirds (64%) of the previously usual destinations are already being served again in July, but not as frequently as before. In line with the season, tourist destinations in particular are at the top of the list: Spain, Turkey, Greece and Italy. Passengers can reach 239 destinations in 69 countries from German airports in July. The Arab hubs of Doha and Dubai are relatively frequently connected
- DER Touristik aims to cut costs by 30% which will include job reductions in response to a slump in revenues this year. DER Touristik now expects the German outbound travel market to shrink by about 70% this year due to the coronavirus pandemic and then only to recover slowly in several waves
- Midway through the German summer holiday season, Travel Data + Analytics (TDA) has evaluated current booking figures exclusively for the DRV (German Travel Association). The figures show that holidays and travel are still a topic of interest to people. So far, bookings account for one third of the previous year's sales currently. The evaluations of the TDA figures also show that customers are booking at extremely short notice this year. "If we look only at the week from July 20 to 26, 60% of new bookings were with departure still in July or August," explained DRV President Fiebig. Currently, bookings for the autumn months of September and October are also on the rise. In the penultimate week of July, their share was 22%. Around 10% of bookings each are for the longer planned trips in winter and next year

CANADA

- On 31 July 2020, one Canadian dollar was worth 74.47 US cents as compared to 73.22 cents a month earlier – the strongest it has been at a month-end, since markets closed on the last day of February
- As Canadian business re-opened, unemployment dropped to 12.3% in June. Unemployment rates are moving in the right direction post-coronavirus
- The Canada-US border is currently closed to non-essential travel through at least 21 August, 2020. Commercial trade traffic has not seen any disruptions between the two countries. Everyone returning from foreign travel must go into a mandatory 14-day quarantine (extended to August 31st, 2020). All air & rail travelers must wear masks throughout their journey
- Canadian retail sales up 18.7%: Retail sales are on pace to recover from the COVID-19 shutdowns after surging nearly 19 per cent in May with even larger gains expected in the June report expected in early August, as per Statistics Canada
- Conference Board of Canada (Consumer Sentiment – July 2020 report): Consumer sentiment continued to improve in June. Our Index of consumer confidence nudged up 16 points this month to 79.7 (2014 = 100), roughly two-thirds of its pre-pandemic level (120.6). Consumer confidence improved across all regions this month as did sentiments about future employment

COLOMBIA

- Number of confirmed coronavirus cases currently stands at nearly 318,000. The Presidency and the Ministry of Health has devised a bilateral and multilateral strategy to enable the country to access possible COVID-19 vaccines. This action will be led by a committee of doctors and experts from the health authority. In addition, the Government is advancing talks with international pharmaceutical companies and the private sector to mobilize resources for vaccine purchases
- By decree, 665 municipalities (292 non-COVID and 373 with low number of cases) may request the Government to lift the mandatory preventive isolation measure that are currently forecast to be in place across the whole country until 1 September. These territories will be guaranteed the gradual and orderly reopening of various economic sectors such as restaurants, hotels, gyms, and cinemas, among others. Also, pilots for land and air transport will be authorized
- The Ministry of Health reported that Colombia reached 10,000 deaths from COVID-19. The Attorney General's Office is investigating 17 Health Promoters for delays in COVID-19 test results. On 7 August, the representative Ivan Duque will celebrate two years as President of the Republic
- According to the Civil Aeronautics, during the first week that the Bucaramanga-CúcutaBucaramanga pilot route operated by Easy Fly, 26 flights were carried out and 439 passengers were transported. Meanwhile, the Hotel and Tourism Association of Colombia reported that, in the second quarter of the year, the national average occupancy was 3.2%, while the average rate of the sector decreased by 35%

TRENDS

Search trends confirm that the luxury market will be the first to bounce back in the UK

News UK report that search trends have a focus on the luxury market: Interest in luxury hotels was on the rise in July, with The Ritz and QE2 in Dubai showing a huge spike week on week, whilst the rise in searches for villas, treehouses and caravan holidays suggests that there is still a strong demand for accommodation that allows guests to have a degree of social distancing.

48% of Spaniards plan to travel again in the coming weeks

According to a recent Hubsid survey, 48% of Spaniards plan to travel again in the coming weeks (despite temporary border closures). 81.5% of people who like to travel will share their experiences in the digital environment, the survey also finds. This sense of 'travel envy' created by the online presence of individual travel, is likely to cause an increase in bookings, as people will feel safer travelling knowing that other people are already doing it.

HomeToGo's search data shows how German behavior regarding holidays has changed

The search engine for holiday accommodation HomeToGo has analyzed several million search queries from Germany and shows how behavior regarding holidays has changed. At the beginning of May, 78% of the searched destinations were in Germany. In the first week of July, on the other hand, the search share for destinations in Germany had dropped to 45%. The search volume for city destinations is currently 38%, below the previous

year's level. The demand for destinations outside the major cities is correspondingly higher. The time span between search, booking and departure is a third shorter than last year. The length of travel has also changed:

In July, 22% more people are asking for holidays of more than 14 days than last year. Even three-week holidays are booked 20% more frequently than in 2019

Two-thirds of Canadians are already planning their next holiday

According to Direct Travel/Vision Travel's leisure client survey, released in July 2020, 67% of Canadian respondents reported that they are already planning their next holiday. 46% of those planning a holiday imagine it will take place in 2021, whilst 16% are making plans for 2020. The top three destinations are as follows: 64% Canada or US; 47% Europe; 44% Caribbean or Mexico. 46% anticipate staying in a (safe haven) resort. 41% are planning a self-drive trip, whether using the family car or a rental vehicle and 24% are opting for cruises and escorted tours.

Colombia's travel agents expect recovery to begin from September

According to a recent sectoral study led by Colombia's Association of National Travel and Tourism Agencies, a high percentage of the companies surveyed expect a revival from September and 65% feel optimistic. However, it was also noted that in the first half of the year, there was a 90% contraction in revenue, which translates to more than COP\$ 590 million

Media trends continue to evolve

- Continued movement from inspiration to invitation
- Strong domestic travel focus in all international markets
- Editors considering press trips again
- USA vs. Caribbean
- 2021 travel trends and hot destinations (long-haul)

UPDATES TO TRADE

Hills Balfour continued to keep in regular contact with the trade throughout the month of July, to keep abreast of how they are navigating the current landscape. Weekly updates were shared in the form of the COVID-19 Activity Report.

Changes to the travel trade landscape:

- British Airways is currently going through a consultation period with the unions as it looks to streamline and eliminate around 12,000 jobs. The airline has also retired its entire 747 fleet
- Virgin Atlantic is in the process of securing a bailout of £1.2 billion to ensure its future viability. They are looking at re-routing a number of flights – possibility to secure a weekly Puerto Rico – Antigua flight (more details in Sales Calls section of the report)
- The Dnata Travel Group has begun a formal consultation with employees regarding a significant restructure of the business including plans to reduce headcount, merge Travel 2 and Gold Medal, and close the Travel 2 Glasgow office

- Funway Holidays has gone into administration and will close on 30th September
- Condor has reduced operations and removed Puerto Rico flight
- Iberia has delayed relaunch of Puerto Rico flights to September 2020
- Air Canada flights to Puerto Rico from Toronto are still scheduled to commence at the end of October from Toronto and as of mid-December from Montreal. The October flights are conditional to cruises starting up again, in light of CLIA's decision to suspend cruise operations in the US through 31 October
- Transat has confirmed that it will begin its non-stop service from Montreal to SJU as of 20 December. The weekly flight will operate on Sundays, through the end of April 2021
- Air Canada Vacations' annual travel trade Product Launch, which focuses on their sun destinations in the US and the Caribbean, will be going virtual this year. The event will be taking place on 28 August 28 from 12pm to 5pm EST
- Spain's B-Travel tradeshow has been postponed until June of next year. The next edition of the Barcelona tourism fair will take place from 11-13 June 2021
- Only four out of 10 travel agencies in Spain have reopened, according to the National Union of Travel Agencies. They noted that the volume of activity remains "very limited", despite the lifting of the state of alarm and the reopening of borders, so that only 40% of the Companies that are part of UNAV have reopened
- Avianca has relaxed its policies for scheduled flights until 31 October 2020. Thus, customers who wish to reschedule their itineraries before 30 November can do so on multiple occasions at no cost if it is the same cabin and route or to the same destination
- From 14 August, Copa Airlines will be able to make pilot flights from Tocumen airport to some cities in Brazil, Chile, Costa Rica, Cuba, Ecuador, the United States, Mexico and the Dominican Republic. The company is preparing for a safe restart and reduced operation from 4 September, while the Panamanian government does not decree an extension to the restriction of international flights

DER Touristik is protecting its customers by offering special measures

The tour operator is offering customers a special hotline on immigration and health issues. Specially trained staff and experts from the Kneissler analysis laboratory, virologists and doctors are available for guests around the clock. Should coronavirus occur during the holiday, DER Touristik guarantees the "best available care". In addition, the operator covers the costs of 14-day quarantine accommodation if this is not covered by the government and for return flights up to a total of EUR 3,500 per person. The return journey of family members who are in the destination and are not affected by the quarantine is also organized. DER Touristik will also cover possible rebooking fees

UPDATES TO MEDIA

- TTG: Luxury Focus with Abercrombie & Kent's Geoffrey Kent Abercrombie & Kent has advised that its clients are looking at luxury villas in Europe, whilst Cox & Kings clients are looking at both Europe and the Middle East. Kent believes Africa may have its moment. 2019 was a

great year for Abercrombie & Kent and it has started seeing some enquiries for summer and a bit more for Christmas this year. Kent believes luxury travel will be the first sector to come back.

- TTG: Rebuilding trust in the travel industry Moneysavingexpert.com has advised that consumers do not necessarily understand or make a distinction between a tour operator, travel agent, airline and so on. The Advantage Travel Partnership has developed a graph that shows the refund process including this to share with their clients. Moneysavingexpert.com believes consumers will be looking for more flexibility and that price won't be everything.
- TTG: Taking off in a new world Virgin Atlantic is implementing a number of new regulations including social distancing at check-in and gates to avoid crowding, limiting boarding to 10 customers at a time and starting from the back of the aircraft, and removing their in-flight magazine to limit contact between customers. Based on search data, Virgin Atlantic is seeing a good demand for 2021. For example, for Orlando it is seeing a 50% increase year-on-year vs 2019 and for Miami and New York it is seeing double-digit surges. Other dates proving quite strong include October half term and New Year's Eve in Las Vegas. Manchester Airport meanwhile is trialling travellers being able to book a 15-minute slot at security in advance.
- TTG: Health and safety: travelling in a new era Saga Cruise will be announcing on 11th July a raft of new safety measures. As Saga owns its ships, it can control the customer's journey although excursions are more challenging. For the first group of sailings, it thinks it will reduce numbers from around 900+ to 700 and will only operate sailings if it thinks customers can have a proper holiday experience. From a touring side, it has suspended operations until September and will take advice on individual destinations and where clients can safely travel. Saga's data shows that its customers are wanting to travel, just under 70% of cruise guests have amended their travel to a future date. Virgin Voyages has an expert advisory group in the prevention of disease who have been creating new processes and technology for their (new) ship. Changes include an air purification system. It envisages creating gaps between sun loungers and limiting passenger capacity to probably half.
- Diversity in Travel In **Out There** Magazine's recent 'Diversity - The Future of Luxury Travel' Webinar, led by editor-in-chief Uwern Jong, discussions noted that the travel industry needs to do better in addressing its lack of diversity. From educating staff on their own internal biases to reaching out to BAME/LGBTQ communities by diversifying who is featured in ads as well as where they are placed, there are numerous ways to help make a change in the industry. The panellists agreed that it is best to be transparent about diversity in your brands. There are organisations such as Black Travel Alliance using #PullUpForTravel that are asking for brands and business in the travel industry to go beyond #BlackoutTuesday and to increase people of colour in employment, conferences, tradeshow, press, campaigns and philanthropy.
- ABTA partners with AXA to launch a travel insurance product ABTA had originally put on hold these plans, but has now unveiled Travel Sure to give agents and operators a 'high quality product from a brand they can trust'. It will also be sold directly to consumers. It is expected to appeal to clients with existing bookings or rescheduled trips who need cover for any Covid-19 related medical expenses while on holiday, as long as the area is except from FCO advice against all but essential travel.
- **WTM** confirms November event will go ahead Organisers have confirmed that WTM London will go ahead between 2nd and 4th November at ExCel. The focus will be around recovery, rebuild and innovate. 90% of ExCel has been restored to its original state with the remaining 10% being used as storage for NHS Nightingale.

- The Government confirms ATOL protection for refund credit notes The Department for Transport has announced that the government's 'move to protect refund credit notes' would ensure passengers who choose them are covered for cancellations as a result of coronavirus, even if their travel provider collapses. It is hoped this will boost consumer trust in the aviation and travel sector.
- Covid-19 travel insurance policy unveiled by Allianz Allianz Partners has added Covid-19 cover to its white label travel insurance. Policies supplied to B2B customers now include cover for cancellation costs relating to epidemics or pandemics, including Covid-19. Policies also cover medical costs if a policyholder contracts a disease while abroad, as long as they did not travel against FCO advice.
- TTG's Tracker: summer 2020 bookings surge ahead The number of TTG Travel Agent Tracker respondents taking summer 2020 bookings surpassed 40% for the first-time last week as agents continue to capitalise on the resumption of international travel. Respondents reporting bookings for summer 2020 increased eight percentage points during Week 15 (week to Friday 17th July), making it the most popular booking window for the first time since the Tracker was launched in mid-April. Moreover, the rate of respondents securing summer 2020 bookings is up by nearly four times from just 11% a month ago. Nearly seven in 10 (67%) of respondents reported taking bookings for European destinations during Week 15, down two percentage points on Week 14. Those securing domestic (UK and Ireland) breaks held at 21.5%, with bookings for the Middle East doubling week-on-week from 3.5% to 9%.
- Why do we travel? The travel editors agree that in its purest form, it allows us to escape, feel inspired and if we're open to it, learn something new. Whilst the last month has been focused on where and how we can safely travel, all the editors are keen to remind their readers of the original purpose of travel. Despite volatile travel restrictions and at times, confusing government advice, editors want readers to dream of far flung travel and exploring the world again. With this in mind, across national newspapers and glossy magazines, there is a renewed call for longer form travel reads and the desire to bank pieces on the U.S., Asia and cruises for when people are able to fully travel again. Of course, this continues to be combined with advice on how to travel safely and responsibly.
- It's good news for the UK travel media. Across the board, pagination is increasing and advertising is slowly picking up. In the last couple of weeks, *The Daily Mail* has doubled its travel content and *The Sunday Times* will be resuming its standalone travel supplement from September. By autumn, all the national newspapers are looking to go back to their pre-Covid paginations.
- Strong freelancers are also beginning to see a pick up in commissions again and ensuring their trips result in at three to four pieces. With travel desks slowly returning to offices and often with slimmed down teams, freelancers are proving to be a valuable resource in ensuring editors get first peek into post-Covid travel and new hotel openings across the globe.

National newspapers:

- The Sunday Times / Times online - From September, The Sunday Times will resume its stand-alone travel section and pagination will also increase to its usual size. Cruises continue to be a key focus for the team - 516K Times' readers took an ocean cruise in the last 12 months and on *Times online*, 2.5K additional visitors per article are viewed on Times cruise content versus regular travel. With this in mind, two new audience segments have been created: 'cruise lovers' and 'new to cruise'. Weekly travel search terms were dominated by TV shows including

Jane McDonald's Ocean Diamond Cruise to Iceland and the latest series of Amazing Hotels which drove interest in luxury Scottish properties. Beach destinations also remain on the rise with the Maldives, Mauritius and Greece getting a high number of UVs.

- The Telegraph / The Sunday Telegraph - The team is still very much focussed on covering news with wanderlust. Claire Irvin, head of travel, is banking a lot of long haul features so they have great content ready to run as borders re-open. This is particularly important for the U.S. and Asia. The team is also interested in new openings / experiences that their readers can start planning for 2021 trips. Claire is also still keen to have exclusives on any new openings.
- i - Travel editor, Sophie Lam, will be introducing more holiday inspiration features to run alongside travel news. Her main focus is to guide travellers as responsibly as possibly on the safest ways to enjoy travel, especially where government advice has been confused. Sophie is also keen to focus on sustainable travel, especially as she feels this has been lost as we try and reboot the travel industry. It is worth noting, she is commissioning freelance writers again.
- The Independent online - The travel section is starting up again after a hiatus and will be focused only on places where you can visit. At this stage, they will not be featuring aspirational content. There is a huge appetite for stories as they are currently posting five to ten stories a day. Where possible, they do want exclusives.
- The Sun - The Sun is gearing up for its eighth Travel Awards launching 2 August with the event being held in November. The team is looking for appropriate prizes with each prize provider receiving editorial content in the paper and online.

Consumer titles:

- Sunday Times Travel Magazine
- The team is currently working on the November issue which will be focused on making the most out of the remaining days of leave people have left and where we can travel to in 2021. The aim is to be inspirational and help people plan. The team is pulling together content ideas and wants to feature North America, particularly Canada. Until the end of the year, each issue will be a 'special', for example the October issue (which is currently being put to bed) is focussed crowdless destinations and in 2021, it is likely the magazine will resume normal content.

KEY ACCOUNTS ACTIVITY

Summarize activity with your Key Accounts. This section should be completed every month as it relates to the top producers.

Key Account Name:	Description of Activity for the Month being Reported:	Indication on their current sales production to Puerto Rico, the Caribbean and US in general:	POC: Who from the Rep DPR team?
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<p>Expedia</p>	<p>Hannah shared Puerto Rico specific insights deck from May (following a call last month)</p>	<p>Expedia feature a total of 100 Puerto Rico hotels on their website</p>	
<p>Hayes & Jarvis / American Holidays</p>	<p>Since June, Hayes & Jarvis has been known as Hayes & Jarvis by Enchanting Holidays. This is a brand within the Travelopia group and whose source markets are currently the USA and Germany. With this change, the brand no longer sells the USA and Canada. Going forward, the USA and Canada product will be channeled through American Holidays (UK & Ireland) and My Planet (Scandinavia).</p> <p>Following the above news, Hills Balfour held a call with American Holidays on 9 July to discuss adding Puerto Rico to their product remit. The call was held with Jackie Herssens, American Holiday's Sales Manager, who was keen to learn more about the destination, so we ran through our training presentation. Jackie thinks that Puerto Rico is a perfect fit for them and is going to work with American Holiday's product manager to get the destination added to their website. The Sales Tool Kit, plus a list of recommended hotels was shared with Jackie following the call. Conversations are ongoing.</p>	<p>N/A</p>	<p>Kiera</p>
<p>Lastminute.com</p>	<p>Lastminute.com are seeing an increasing number of bookings and searches. Many are for short haul trips and they are starting to see growth in long haul. For the USA, this is being driven by New York and Las Vegas.</p> <p>Lastminute.com is one of the UK's biggest OTA's. Their Puerto Rico numbers are positive, but could be pushed a lot higher, so they have been identified as a key company to keep in mind for any future campaigns. This is</p>	<p>Puerto Rico bookings, passenger numbers and room nights are all showing a positive YOY progression for January and February. Hills Balfour to keep in touch with Lastminute.com following COVID-19</p>	<p>Anna & Niamh</p>

something that Hills Balfour will factor in when putting together plans for the next FY, 2020-21.

SALES CALLS

Either pro-active telephone calls; initial email dialog; or in person sales calls to existing or potential clients for the Puerto Rico. The objective is to expand reach for new business to Puerto Rico.

Dates:	Company and/or Office:	Name of business contacts: Include all the names of client interactions during meeting	Discussion detail: Include description of discussion and action generated.	Follow-up: What follow-up is required / next steps.	POC: Who from the Rep DPR team?
1 July	OPODO	Carl Farrar (Head of Partnerships)	Liaised with OPODO, regarding a FOC opportunity to have video content featured on their website – shared the Anthem Video.	Conversations are ongoing.	Kiera & Anna
6 July	TSS Group	Alba Santa Barbara (Destination Development Manager)	Liaised with Alba regarding the FOC opportunity secured in June to be featured on TSS Group’s social channels and to have a dedicated Puerto Rico page on their website. The social posts went live on 4 July and the landing page launched on 8 July. Conversations are ongoing regarding future FOC opportunities.	Conversations are ongoing.	Kiera
10 July	Condor	Oliver Feess (Network Development Manager)	Hills Balfour reached out to Oliver having heard the news from DPR that Condor has pulled the Puerto Rico flight. Niamh enquired as to what we need to be doing in the German market in order for them to re-launch the flight. Oliver is unsure in the current market (it’s very much a waiting game at the moment), but believes that having	Conversations are ongoing.	Niamh

			presence in the German market (with the German office) is still crucial.		
15 July	Hays Travel	Faye Humble (Business Development Manager)	Hills Balfour held a call with Faye to present the destination and discuss: upcoming opportunities; product development (they largely sell as a cruise destination at the moment); training.	Invite to Webinar Series.	Kiera
22 July	Charitable Travel	Melissa Tilling (CEO)	Liaised with Melissa and her assistant Rosie about FOC marketing opportunities that Charitable Travel is running over the summer. Hills Balfour submitted content for inclusion in both the #OneAmazingMinute and #TasteForTravel initiatives. The content went live across all of their social media channels during the last week of July. Conversations are ongoing about future opportunities for collaboration.	Conversations are ongoing. Hills Balfour to share an invite to the Webinar Series.	Kiera & Anna
23 July	Virgin Atlantic	Nicola Goldsmith (Head of Consumer Sales) Sara Andell (Head of Market Development)	Hills Balfour held a call with Virgin Atlantic to discuss their plans given the current situation and particularly to discuss re-routing opportunities. Virgin Atlantic indicated that there could be an opportunity to launch a Puerto Rico - Antigua route from the UK. There would be a cost involved, but this could be a fantastic opportunity for the island.	Conversations are ongoing.	Amanda & Niamh
24 July	KAYAK	Kate Hale (Media Solutions Manager)	Liaised with Kate at KAYAK regarding the FOC opportunity to be featured as the headline destination in their consumer newsletter. Opportunity was secured and content was approved – the newsletter has been added to their next send list.	Request open rates and click-through statistics once notified that this has been sent.	Anna

PRODUCT DEVELOPMENT

New product that has been developed in conjunction with a tour operator

Which area has the new product been developed for?	Tour Operator: Who is promoting the new product?	New product developed: What is the new product?	POC:
n/a	n/a	n/a	n/a

CO-OP OPPORTUNITIES

List any co-op opportunities with tour operators

Tour Operator: Which tour operator is running the co-op?	Dates: What are the dates of the co-op?	Summary of co-op: Give details of the campaign (ATL, social etc.)	Status/Results: Provide status of the campaign up to the start and then results of the campaign at the end.	POC:
n/a	n/a	n/a	n/a	n/a

TRAINING / EDUCATIONAL SEMINARS

Include in this section all formal presentations and/or training that are either conducted as a separate event or in conjunction with trade shows or missions.

Dates:	Name: Include airline, tour operator or other partner	Location: City & country	Number of business contacts: Number of travel professionals in attendance at seminar	POC / Who conducted the training from the DPR team:

9 July	American Holidays	Virtual	<p>Webinar with Jackie Hersse American Holiday's Sales Manager</p> <p>Ran through training presentation and provided an introduction to the island. Followed up with the Sales Tool Kit and hotel recommendations, so that they have all the tools necessary to go away and develop product.</p>	
15 July	Hays Travel	Virtual	<p>Held a virtual training session with Faye Humble (Business Development Manager), looking at what the island has to offer outside of cruising.</p>	Kiera
23 July	Virgin Atlantic	Virtual	<p>Presented the destination to the Head of Consumer Sales and Head of Market Development at Virgin Atlantic in order to make a case for route development to Puerto Rico. The focus of this training was to clarify Puerto Rico's positioning in the Caribbean and therefore highlight its potential to be tagged with Antigua.</p>	Amanda & Niamh

TRADE SHOWS / EVENTS / MISSIONS

This includes both missions/road shows that DPR organizes, as well as ones in which we participate in such as IPW, WTM, ITB, VISIT USA, Brand USA or tour operator roadshow.

Dates:	Event Name & Location: Full name of mission. Include all cities & countries included in the mission/road show	List of meeting held during the Mission:	What business was conducted during each meeting?	Follow meeting:	attended from the DPR team:
9-13 September 2019	Brand USA Travel Week	<p>34 meetings with a relevant selection of key tour operators from various European markets including the UK, Spain and Germany.</p> <p>The tour operators met with, were: Neo Tours So.S.Int.srl; Hayes & Jarvis; Explorer Fernreisen GmbH; Destinology; If Only Holidays Limited; Travelbag; Thomas Cook; Discover North America; MORTON's Ltd; Logitravel Group; Amerikaspesialisten Nordmanns-reiser AS; Dnata B2B; Funway Holidays; Pangea; Gattioni Travel Network; Glamour Tour Operator; UStravel.nl; Barrhead Travel; MG Tours; Etura; Bon Voyage; USA A TU MEDIDA; Profil Rejser; Freedom Destinations; Tourist Forum Group; Volonline.IT; America As You Like It; Made; Travel House; Visit USA Switzerland; Ocean Holidays; TUI Spain; TUI Nordic; Major Travel</p>	<p>Meetings with existing partners looked to strengthen Discover Puerto Rico's relationship with the European market, whilst meetings with potential partners offered up the opportunity for product development. Most of the tour operators that Leah and Niamh met with either already sell Puerto Rico, but would like to work together to push sales, or were keen to add the destination to their portfolio.</p>	<p>Niamh and Kiera undertook all follow-up via email using Niamh's meeting notes. This largely consisted of sharing the Sales Tool Kit, offering answers to specific questions / pointing tour operators to appropriate assets on the Discover Puerto Rico website and booking in training. A selection of key tour operators have also been invited on the Product Manager Fam Trip.</p>	Leah & Niamh

<p>4-6 November 2019</p>	<p>WTM</p>	<p>15 trade appointments, 11 of which were with contacts from the UK market.</p> <p>35 media meetings with target consumer, travel and trade media.</p> <p>6 interviews with target travel trade media.</p> <p>Further details can be found in the WTM Report.</p>	<p>Meetings with key trade and media contacts to introduce and educate the international markets on the destination.</p>	<p>Hills . conducted tailored follow up with each trade and media contact.</p>	<p>Alessandra, Sophie & Leah</p>
<p>26 February 2020</p>	<p>Aspire Luxury Travel Forum</p>	<p>12 mini trainings with 3-5 luxury UK sales agents in each session</p>	<p>Trained luxury UK agents that specialize in US travel on what the destination has to offer for their clients and how they can sell it.</p> <p>For most, this was an introduction to the island and many were very excited by the prospect of upselling cruise stays / twin centering with the US.</p>	<p>Hills Balfour has shared the Sales Tool Kit with each agent in attendance.</p>	<p>Kiera</p>
<p>March 2020</p>	<p>Unite Caribbean</p>	<p>17 trade appointments (16 tour operators and 1 airline).</p>	<p>Meetings with key trade contacts</p>	<p>Hills Balfour has conducted tailored follow up with each trade contact</p>	<p>Karis & Kiera</p>
<p>29 – 30 April 2020</p>	<p>TTG Virtual LUXPO</p>	<p>29 one-to-one meetings with luxury travel agents</p>	<p>Trained luxury UK agents on Puerto Rico. The destination was very well received, with most agents excited by the prospect of upselling</p>	<p>Hills Balfour have followed up with Virtual Vacay summary document, sales tool kit, luxury brochure and boutique property list.</p>	<p>Shana</p>

			cruise stays / twin centering with the US.	
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FAMS

Educational Fam tours hosted in Puerto Rico for travel professionals.

Dates:	Fam Name: Name of tour operator and/or airline sponsor and origin country	Number of participants and escorts: (ex: 12 agents and 1 airline escort)	Destination/s planned?
9-14 December 2019	Product Manager Mega Fam 1. Travelpack 2. Quintessentially Travel 3. Major Travel 4. Barrhead Travel 5. If Only	Five product specialists from key UK tour operators and one DPR UK host	San Juan and El Yunque

OTHER ACTIVITIES

Include other meetings or activities in which you have been involved that do not relate to any of the specific categories or client involvement. You can also include status of projects you are working on that have not yet taken place.

Dates:	Activity:	Status:	Description/Detail: Include brief description of activity and action generated or required	POC:
July	Digital Marketing Campaign	Ongoing	The campaign is currently on hold due to COVID-19. All Lightboxes are ready to go live. Hills Balfour liaised with both Brand USA and DPR regarding the plans for this campaign during the month of July.	Niamh, Karis, Kiera and Shana

July	Weekly Activity Report	Ongoing	COVID-19 was a primary focus for the Hills Balfour trade team during the month of July. Hills Balfour implemented a weekly report for all international markets to complete on a weekly basis. This is collated by the Hills Balfour team and shared with DPR every Friday.	
2 July	Call with CTO	Conversations ongoing	Hills Balfour held a call with Carol and Florian from CTO's UK Chapter (independent from CTO) regarding upcoming opportunities. CTO have various virtual event opportunities coming up in the next few months across European markets that have been identified as key targets for Discover Puerto Rico; Spain, UK, Germany and Scandinavia. Following the call, Hills Balfour attended a media event held by CTO in a bid to begin repositioning the island as a Caribbean destination (in light of the USA's current position).	Niamh, Kiera and Mark
7 July	DPR Research Update	Complete	Hills Balfour attended Discover Puerto Rico's research update.	Kiera
8 July	Call with National Geographic	Complete	Hills Balfour held a call with National Geographic to discuss potential partnership opportunities for 2020.21. Opportunities are very much budget dependent – given the current situation, conversations are ongoing and ideas have been presented in the re-entry strategy deck.	Niamh and Kiera
8 July	Market Updates	Complete	Hills Balfour created a document which was shared with all international teams in order to collate relevant market updates from all target markets.	Niamh, Anna, Kiera and International Teams

17 July	Huey Morgan's Latin Music Adventure	Complete	Hills Balfour watched Huey Morgan's Latin Music Adventure, which focused on the music scene in New York and Puerto Rico. The programme aired on BBC Four in the UK and is available on iPlayer. Hills Balfour highlighted in all July sales calls as a fun education piece and positive exposure for the island.	
20 July	International Re-entry Strategy	Ongoing	Hills Balfour presented an international re-entry strategy to the Discover Puerto Rico team. The new strategy for 2020.21 included: phased re-entry; 'new' target markets; a shift in the target traveler; inclusion of MICE; the addition of an aviation specialist to the team; partnership suggestions; activation suggestions.	Niamh, Mark, Kiera and Hamish
31 July	International Trade Newsletter	Complete	Following the governor's decision to delay the re-opening of the island to tourists, Hills Balfour created a newsletter conveying the messaging to the international trade that 'it's time to plan'. The newsletter included mention of the Brand USA Discovery Programme, the upcoming webinar series and recent programmes available on iPlayer that are themed around Puerto Rico's music scene.	Kiera

PR & COMMUNICATIONS – INTERNATIONAL REPS MONTHLY REPORT

INDIVIDUAL & GROUP MEDIA FAM TRACKING

Please total the circulation / impressions. For EAV, please convert to US Dollars.

Individual / Group	Status (Approval Needed, In Planning)	Journalist	Outlet	Audience (Consume)	Date of Travel	Key Messages	Regions	Title	Circulation / Impressions	EAV (USD)
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Media Fam	Process, Completed)			r vs. Trade)			Covered			
Individual	Completed	Chris Leadbeater	Daily Telegraph	Consumer	6-12 March	500 th anniversary	San Juan, Vieques, El Junque	TBC	309,167 (print), 24,886,000 (muu)	TBC

MEDIA TRACKING

Please total the impressions. For ad Equivalence, please convert to US Dollars.

OUTLET	KEY MESSAGES	MARKET	DATE	REACH	AVE \$
El Nuevodia	Discover Puerto Rico prepares to attract tourists and the diaspora	Colombia	01/07	375,000	
NI Travel News	Top alfresco dining experiences from around the world	UK	01/07	202,042	526
Yahoo!	How to make a Pina Colada at home, according to the hotel bar that invented it	UK	03/07	43,100,000	1,300
Tempus Magazine	The best sports around the world where you can now indulge in al fresco dining	UK	03/07	12,493	1,200
MSN	Puerto Rico plans to reopen to travellers on July 15	UK	03/07	23,000,000	1,220
Travel Pulse	Puerto Rico travel restrictions: Island outlines plan to reopen tourism on July 15	Canada	03/07	166,315	1,462
Affinity Magazine	Best golf courses to enjoy around the world	UK	10/07	25,000	1,040
Telegraph Online	The best Caribbean islands reopening to UK tourists - our expert's guide on where to stay during coronavirus	UK	22/07	24,886,000	4,506
Luxe Bible	Events: The Luxe List July 2020	UK	20/07	4,100	132

Ottawa Sun	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
County Market	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Sudbury Star	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	75,000	655
The delhi News Record	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Beaumont News	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Picton County Weekly	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Fort Saskatchewan Record	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
sprucegroveexaminer.com	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
North Bay Nugget	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	30,000	430
Cold Lake Sun	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Nanton News	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Wetaskiwin Times	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
The Edmonton Sun	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	75,000	1,462

The Calgary Sun	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Timmins Times	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Fort McMurray Today	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	30,000	430
Hanna Herald	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Lakeshore Advance	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Mid North Monitor.com	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Pincher Creek Echo	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Sherwood Park News	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	7,500	285
Gananoque Reporter	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Paris Star Online.com	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Whitecourt Star	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Community Press Canada	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Stratford Beacon Herald	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	30,000	430

chathamthisweek.com	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Stony Plain Reporter	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Leduc Representative	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Kincardine News.com	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Lucknow Sentinel	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Cochrane Times Post	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Sarnia This Week.com	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Grey Bruce This Week	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Trentonian.ca	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
West Elgin Chronicle	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
High River Times	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Brantfordexpositor.ca	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	30,000	430

Edmonton Examiner	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Kingston This Week	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Elliot Lake Standard	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Airdrie Echo	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
The Sarnia Observer	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	30,000	430
Canoe	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	375,000	1,895
Vulcan Advocate	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Peace River Record Gazette	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Simcoe Reformer	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	30,000	430
Shoreline Beacon	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Pembroke Observer	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	7,500	285
Sault This Week	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Toronto Sun	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	1,750,000	2,890
Londoner	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210

Standard-freeholder	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	30,000	430
Northern News	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	7,500	285
Warton Echo	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Strathroy Age Dispatch	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
mitchelladvocate.com	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Owen Sound Sun Times	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	30,000	430
Intelligencer.ca	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	30,000	430
Melfort Journal	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Banff Crag & Canyon	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	7,500	285
Cochrane Times	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Wallaceburg Courier Press	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Tillsonburg News	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Sault Star	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	30,000	430

O Canada	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Today's Farmer	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Portage Daily Graphic	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Clinton News Record	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	3,000	210
Peace Country Sun	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Napanee Guide.com	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Devon Dispatch	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Drayton Valley Western Review	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
The whig.com	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	75,000	655
Winkler Times	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
London Ontario Golf	Let's celebrate the festive holidays at the halfway mark	Canada	24/07	500	180
Crave	Crave's List: 12 Alfresco Dining Experiences from around the World	UK	28/07	17,500	750
Well Magazine	Virtual experiences to save tourism. Interview with Leah Chandler of Discover Puerto Rico	Italy	29/07		

VIRTUAL MEDIA MEETINGS / WEBINARS / EVENTS

w/c 29 June

- joined the OutThere #Experientialist Live webinar that focused on diversity in the future of luxury travel
- Joined two out of four TTG Restart Travel sessions
- Joined TTG webinar with Geoffrey Kent of A&K
- Joined Out There webinar with Perowne, Black Diamond and Langham Hospitality Group
- Joined webinar hosted by Euronews which looked at tourism recovery in Europe with Alessandra Priante, Regional Director for Europe of the World Tourism Organization (UNWTO), Mikko Turtiainen, Vice President, Market Management, Finnair and Belén González del Val Subirats, Department of Strategic Marketing Planning, National Tourist Board of Spain
- Joined ADARA webinar on 'Unmasking the Real power of Machine Learning and AI'
- Joined TTG webinar on the restart for luxury travel
- Joined John O'Ceallaigh's (formerly luxury travel editor at The Telegraph) webinar on 'The great British staycation summer: how Britain's hospitality industry can win over its captive audience this remarkable summer'.
- Joined the COVID-19: What's next? webinar with Cision

w/c 6 July

- Joined BrightTALK webinar: Recovering Africa's Tourism Sector
- Joined webinar with Lisa Smosarski, editor-in-chief of Stylist magazine
- Joined 'Social with Media' webinar with Lucy Aspden, the Content Editor for Ski & Snowboard at The Telegraph, Andrew Eames, a Freelance journalist at many major titles, Lawrence head, Features Editor at Arcadia magazine, Anthony Pearce, Editor at ABTA Magazine and Debbie Marshall, Managing Director at Silver Travel.
- Joined the first session which TTG hosted called 'TTG Restart: Holidays are a go!'
- Joined CTO Chapter Virtual Media Update

w/c 13 July

- Joined ABTA: Consumer Attitudes Towards Sustainability Post Covid-19 webinar
- Joined Travel's Path Forward: Loyalty webinar with United Airlines, Salesforce, The Points Guy, Air Canada, Points

w/c 20 July

- Joined Kantar webinar titled 'Can the travel industry recover from the demand shock of March 2020?'
- joined Roxhills' Everything you need to know about ... Red magazine with Editor Sarah Tomczak
- Joined Brand USA's research webinar host by Carroll Rheem VP, Research & Analytics

- joined The Telegraph destinations webinar - a positive webinar and highlighted some green shoots for farther flung destinations including America
- joined TravMedia’s ‘what do editors want?’ webinar with Mark Palmer, travel editor of Daily Mail
- Joined the final Social with Media webinar with Sophie Lam - travel editor at the i Paper, Katie McGonagle - features & supplements editor at Travel Weekly, Ben Ross – Deputy Head of Travel at Telegraph Media and Lyn Hughes – Editor in chief, at Wanderlust Magazine
- Met with Sarah Marshall travel editor for Press Association and freelancer for Telegraph

w/c 29 July

- Joined Roxhill’s webinar - 10 minutes with Helen Coffey, Deputy Travel Editor for The Independent
- Joined Roxhill’s webinar - 10 minutes with Lucy Thackray, Commissioning Editor for the Sunday Times Travel Magazine
- Joined Roxhill’s webinar - 10 minutes with Laura Millar, travel editor of Metro (previously freelance travel writer)

AWARD TRACKING

Name of Award	Date Awarded	Award Overview/Description	Presented By (PR News, etc.)
TBC	TBC	TBC	TBC

OTHER ACTIVITIES

Include other meetings or activities in which you have been involved that do not relate to any of the specific categories.

Dates	Activity	Status	Description/Detail: Include brief description of activity and action generated or required	POC
Ongoing	Brand USA Global Media Forum	Postponed	Currently postponed due to Covid-19 and the travel restrictions	Mark McCulloch