



DISCOVER PUERTO RICO WILL FOCUS ON RESPONSIBLE TRAVELERS WHEN THEY RESTART TO PROMOTE THE DESTINATION

San Juan, Puerto Rico, August 5, 2020- Discover Puerto Rico, together with the Secretary of the Department of Economic Development and Commerce, Manuel Laboy Rivera, and the Executive Director of the Puerto Rico Tourism Company, Carla Campos, offered today a virtual update focused on the tourism industry. In the past month, the Destination Marketing Organization (DMO) shifted their plans, message and tone in response to the postponement of the opening of inbound tourism. Based on their COVID-19 Action Plan, the organization reverted to their “Regroup Phase,” focusing on education to consumers and clients about the protocols and health and safety guidelines on the island, as well as encouraging essential travel only.

“We are once again seeing a growing concern of consumers perceiving travel as unsafe. In July, 60% of consumers viewed travel activities as unsafe. Despite growing unease, there are consumers who remain willing to travel throughout the rest of the calendar year, some of the highest expectations for travel yet this year are pinned on October. However, we are now seeing more consumers say it will be 2021 before they are ready to travel,” explained Alisha Valentine, Director of Research and Analytics, Discover Puerto Rico.

A survey done by Destination Analyst, regarding Pandemic Travel Etiquette, shows that visitors are willing to take measures to ensure their safety, which in turn will keep residents safe. Consumers say they are not just willing to wear masks and follow social distancing guidelines, but they are happy to see destinations that have such policies in place, signaling an advantage once Puerto Rico is officially open for tourism. According to a Gallup survey conducted the week of June 29-July 5, educated and female consumers are those most willing to follow the guidelines, which aligns with Discover Puerto Rico’s core target audience.

“Following the Governor Wanda Vázquez Garced’s directive for Discover Puerto Rico to cease all marketing related to driving visitation to the Island, we pivoted away from beautiful, scenic images designed to lure visitors to the Island, replacing them with messages meant to detract visitation. The visuals that accompany these messages are meant to be simple, educational, and informative. We have created a consistent look and feel to help us communicate everything from social distancing and mask requirements, to airport protocols and beach closures. Going against everything natural to tourism marketers, we are amplifying messaging that will reduce visitation, as we do our part to protect the Island and safeguard the visitor economy for the future,” expressed Leah Chandler, CMO of Discover Puerto Rico.

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The Senior Vice President of Miles Partnership, Nate Huff, joined the Industry Update and shared relevant information regarding the changes in travel sentiment, who Discover Puerto Rico will target upon re-entry into the media marketplace and how to message to reach that audience. Looking forward, the DMO has developed a recovery targeting strategy, making changes to demographics, focusing on “responsible” travelers, through custom segmenting.

“Discover Puerto Rico will continue to develop their plans using research, current data and industry best practices. Even though the plans to promote our beautiful island of Puerto Rico have been delayed, we are prepared and eager to begin marketing tourism again. As soon as it is safe to travel, and our island is ready to welcome visitors again, we will act swiftly and proactively to spread the word about our reopening to outside visitors and responsible travelers when the time is right,” finalized Brad Dean, CEO of Discover Puerto Rico.

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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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