



TOURISM HAS DROPPED IN THE PAST WEEKS

San Juan, Puerto Rico- Discover Puerto Rico is committed to informing and educating travelers, travel advisors, and meeting planners, of the new protocols at the San Juan International Airport and the health and safety mandates throughout the island. When Governor Wanda Vázquez Garced postponed the opening date for inbound tourism, Discover Puerto Rico shifted the message and tone to inform that Puerto Rico is only accepting essential travelers at this time. Since July 16, Discover Puerto Rico has secured more than \$15 million in earned media value, with more than 876 million impressions, sharing these critical updates with Mainland media outlets.

The changes in the executive order and the timely communication from Discover Puerto Rico are having the intended impact. Data from STR shows that hotel demand for the week ending July 26 fell 48% from two weeks earlier, while AirDNA reports that independent rental bookings declined 12.9% for the same period. For the most recent week, leisure travel bookings declined 18% from the week prior. Aerostar Airport Holdings reports that arriving passengers into Luis Muñoz Marín International Airport fell 28.6% the week ending August 2 compared to mid-July. These key performance indicators reveal that the message about Puerto Rico postponing its opening to tourists is being delivered.

While Discover Puerto Rico's focus has shifted to educate travelers in an effort to safeguard the Island from further negative impact of COVID-19, the DMO is ready to activate a robust recovery plan when the time is right. The tourism sector is a critical piece in the Island's economy, and we must revive the sector to save the more than 84,000 jobs that are impacted directly and indirectly.

During the upcoming Industry Update, which will take place this Wednesday, August 5 at 2:00PM, we will cover this information more in detail. Also, Discover Puerto Rico will discuss how the strategies are focused on educating consumers and clients about Puerto Rico's Health and Safety Guidelines and Protocols to safeguard residents and future visitors amid the ongoing health threat. The Secretary of Economic Development, Manuel Laboy and the Puerto Rico Tourism Company Executive Director, Carla Campos will participate during DPR's Industry Update. To register you can visit the following [link](#).

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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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