



Discover Puerto Rico's promotion of the destination will bring future travelers in 2 to 4 months

San Juan, Puerto Rico- The priority for Discover Puerto Rico, the official Destination Marketing Organization (DMO), is to position the Island as a premier travel destination, educate potential travelers on current restrictions and guidelines to protect the health and safety of residents and visitors, and generate future demand to accelerate the tourism industry's economic recovery as the COVID-19 pandemic continues. Social media posts and other marketing messaging shared by Discover Puerto Rico, are strategically designed to inspire future visitation and earn top-of-mind awareness with consumers for Puerto Rico to be considered for trips later this year as tourism's high season approaches. Calls-to-action including, "It's Time to Plan," and "It's Time to Book," guide consumers to make trip decisions looking to the months ahead.

"It is clear that the Island is not fully open for immediate leisure travel, but we can remind potential visitors of the beauty of the Island and everything it has to offer, to inspire them as they plan future travels – specifically the holiday and winter seasons. The current booking window for travelers is between two to four months, meaning that future travelers are planning their trips between 45 – 90+ days before their arrival at the destination," explained Brad Dean, CEO of Discover Puerto Rico.

Destinations like the Dominican Republic, Aruba, the Virgin Islands and several other Caribbean destinations have already begun marketing efforts. Puerto Rico must maintain the same consideration set as those competitive destinations, in order to safeguard the visitor economy and the 86,000 number of jobs that depend on it. Discover Puerto Rico has developed a recovery targeting strategy upon re-entry into the media marketplace, making changes to demographics and psychographics focusing on "responsible travelers," through custom segmenting.

"We must initiate marketing and promotional efforts now, so that potential travelers will consider Puerto Rico as they start to plan future trips. As your DMO, we understand that a balance between public health and the economy is critical to restart the tourism engine. We intend to lead the recovery of the tourism industry and Puerto Rico, help restore the many jobs that have been lost and save many of those small and medium businesses that have been most heavily affected by the COVID-19 pandemic," concluded Dean.

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