



Discover Puerto Rico Creates a Guide to Promote the Economic Development of Municipalities and Businesses

San Juan, PR, January 25, 2021- Discover Puerto Rico, the Destination Marketing Organization (DMO), is committed to promoting Puerto Rico and its 78 municipalities. With that in mind, they developed a "Municipal Economic Development Guide" (*Guía para el Desarrollo Económico Municipal*). This handbook offers sales, marketing, and communication tools to assist mayors, tourism directors, and businesses that serve the tourism sector, to help promote their corresponding municipalities, ignite economic growth, and in turn propel the creation of additional jobs through tourism.

"At Discover Puerto Rico, we serve as a promotional partner for municipalities and work in tandem to increase tourism activity in their corresponding areas. Discover Puerto Rico was created to promote our beautiful Island and all its attractions to the world and use tourism as a catalyst for economic development. The handbook is a robust and easy-to-read document. Each municipality will find true and tried promotional tools provided by their DMO and the steps they must follow to adapt them to their current needs and take advantage of each one. We invite all 78 mayors and tourism directors to join forces with Discover Puerto Rico to maximize exposure for each one of their municipalities. Our team is available to help you promote your municipality and leverage its attractions and experiences through a wide variety of free tools," explained Brad Dean, CEO of Discover Puerto Rico.

The DMO offers various free tools to help municipalities and their businesses increase their visibility to attract tourists. Through their Industry Portal (www.DiscoverPuertoRico.com/Industry), Discover Puerto Rico's "industry-exclusive website," they offer tools, insights, and data to assist the marketing and promotion of municipalities and tourist attractions, among other efforts. Industry members also have access to a photo and video library of beautiful imagery available to municipalities and tourism businesses, free of charge, to promote their attractions.

Also, on DiscoverPuertoRico.com, Puerto Rico's letter of introduction to the world, which receives over 300,000 visitors monthly, you can find content for each municipality and region, highlighting their distinctive culture, gastronomy, nature, art, architecture, history, and more. They also have an events calendar. Visitors can find cultural events around the Island and include them as they plan their trip to Puerto Rico. Discover Puerto Rico social networks also promote the attractions and experiences offered by each municipality. Also, Discover Puerto Rico coordinates various familiarization trips (FAMs) where reporters and influencers from around the world can visit a city, its attractions, and businesses to write about those experiences and generate international attention.

To provide continuing education, the specialized staff and collaborators are available to offer training and workshops to municipal staff and business owners to help them have effective marketing, with topics such as social media management, digital marketing strategies, customer service, among others. Monthly, Discover Puerto Rico offers a webinar to update the industry on their efforts to promote the Island and share essential data about the tourism industry's current landscape at the global and local levels.

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"Discover Puerto Rico is guided by research to be as efficient as possible with our budget and generate the greatest impact for the benefit of our tourism industry and the municipalities. Since we began operations on July 1, 2018, 2019 was the first year that we could fully measure. Using technological tracking tools, we were able to measure visits by region and by municipality. We want to help you grow the impact in your municipality," mentioned Dean.

The handbook also includes sales opportunities for both leisure and meetings and conventions (MICE). On Discover Puerto Rico's website, there is also a landing page where businesses that serve the tourism sector can upload their offers to view potential visitors. To see more detailed information on how you can benefit from the DMO or read the [full guide](#), visit their Industry Portal website.

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