



Advisory Boards of Discover Puerto Rico meet with Governor Pierluisi

San Juan, Puerto Rico, February 5, 2021- The Executive Leadership Team and the Board of Directors of Discover Puerto Rico, as well as the members of the Strategic Advisory Board and the Customer Advisory Board of the Island's Destination Marketing Organization (DMO), met today with the Governor of Puerto Rico, Pedro R. Pierluisi, to inform him about the proposed strategies regarding the recovery of tourism on the Island.

The tourism industry was one the sectors most impacted by the pandemic both in the Island and globally. For Puerto Rico, the tourism sector represents \$9 billion in economic impact annually, and 86,000 jobs, while impacting 17 different economic sectors, and contributing to the economic vitality of the Island's 78 municipalities.

"It is an honor that Governor Pierluisi has given us time to speak to him and learn firsthand about our Advisory Boards. The tourism sector can comeback quicker than other sectors, restarting the economic engine of the Island right away. The members of these Advisory Boards are helping us position Puerto Rico as the foremost destination for responsible travel post-pandemic. The public and private sectors must work together to comeback stronger than ever, and we count on the support of these extraordinary leaders who support us around the world," expressed Brad Dean, CEO of Discover Puerto Rico.

For his part, Governor Pierluisi reiterated that tourism is essential for the Island's economy. "Puerto Rico has a lot to offer, our natural resources, our culture and gastronomy attract thousands of visitors to our Island. Covid-19 has been a hard hit to our tourism sector, as well as to other sectors, but we are heading towards the goal of overcoming the pandemic with the arrival of vaccines, with strict security protocols, and with great responsibility to recover and strengthen the tourism sector of Puerto Rico," he said.

"I thank the entire Executive Team, the Board of Directors of Discover Puerto Rico, and the Advisory Boards of the Island's Destination Marketing Organization for their work in favor of Puerto Rico's tourism. We are ready to work as a team and position Puerto Rico as a destination of excellence," added the Governor.

When the DMO was created, the legislation called for a Strategic Advisory Board and Customer Advisory Board to assist the organization in developing its strategies. Each one has a total of 30 and 23 members, respectively. These boards are comprised of key industry leaders in the global travel and tourism industry from an array of organizations, including U.S. Travel Association, Destinations International, Brand USA, Professional Convention Management Association, American Society of Travel Advisors, Florida Caribbean Cruise Association, Toro Verde Adventure Park, Trip Advisor, AFAR Media, Hilton, Marriott International, AirBnB, Delta, Josh Brown Company, Pampered Chef, Black Board, Banco Popular, among many others.

During the meeting, the designated Secretary of the Department of Economic Development and Commerce, Manuel Cidre Miranda, and the Executive Director of the Puerto Rico Tourism Company, Carlos Mercado Santiago, were also present.

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