



Discover Puerto Rico Focused in Inspiring Responsible Travelers

San Juan, Puerto Rico, February 17, 2021- Discover Puerto Rico, the Island's official Destination Marketing Organization (DMO), has been highlighting the pent-up demand that has been building, for those who have been unable to travel but are still dreaming of their next vacation. Their focus has been inspiring responsible travelers by positioning Puerto Rico as a safe destination while keeping the brand top of mind and sharing the amazing experiences that await travelers when they are able to visit.

"We are starting to see movement in the booking cycle, a very welcomed sign. Our advertising plans promote travel planning through a consistent presence in digital marketing combined with television advertisements, specifically designed to capture the interests of likely travelers looking to get away. While the leisure market will be the first and quickest to recover, we are also encouraged to see growing interest in the meetings, convention, and incentive segments," expressed Brad Dean, CEO of Discover Puerto Rico.

Research shows that bookings have picked up and continue to climb. The DMO's data partner Adara, which looks at Internet search and booking activity, shows a dramatic increase in bookings around the beginning of the year, bringing bookings off about 10% from a year ago. The rest of the Caribbean also saw a spike at the beginning of the year, bringing them to the 10% off pace as well, but it has not been sustained.

Discover Puerto Rico continues to update their public facing messaging to inform and educate travelers about on-island measures like, extended Island-wide curfew from 12:00AM to 5:00AM, restaurant capacity at 30%, expanded museums, hotel pools and casinos to 50% capacity, and resumption of sports events and recreational activities following local guidelines. They have revised the COVID-19 messaging that informs our website travel advisory, consumer Q&A and MICE materials and are disseminating information to U.S. and international media to keep Puerto Rico top of mind.

"The research is key. When shifting the marketing strategy for the destination, the DMO has focused on the trip characteristics that potential travelers are looking for. A survey by Destination Analysts shows 60.3% of travelers are looking to enjoy scenic beauty, 57.5% want warm weather activities, and 55.2% want to visit beach destinations or resorts. When asked in January what types of leisure vacations consumers sought, "beach and resort destinations" consistently ranked among the most desired experiences. We know beaches and warm weather are always a key driver during the winter, but specifically during the pandemic, we know travelers are looking for outdoor product, which we have in abundance and need to lean into," explained Leah Chandler, CMO of Discover Puerto Rico.

When surveying attributes specific to meeting planners, they were asked what type of elements they most wanted to see in destination advertising, and the top three responses included: images of socially-distanced meetings in the destination, what's new in the destination and outdoor or group meeting venues. For Puerto Rico, pace reports suggest that the MICE recovery starts to have an impact in October of 2021 and beyond.

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“While much has changed in the tourism industry, two things remain the same for your DMO. First, we continue to consistently build upon our core brand strategy with creative applications and innovative activations. Second, our decisions and strategies are informed and guided by sound, reliable research and data. Strategic continuity and research-backed strategies was one of the reasons why the DMO was created, so that remains a fundamental premise of all that we do. Tourism is a team effort, so by working together, businesses, government and your DMO, we will come through this crisis quicker, better and stronger than our competition,” finalized Dean.

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About Discover Puerto Rico:

Discover Puerto Rico is a newly 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 promoting the Island's diversity and uniqueness for leisure and business travel, 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. To discover all the beauty the Island has to offer, visit [DiscoverPuertoRico.com](https://www.discoverpuertorico.com).