



Discover Puerto Rico Shares “The Great Recovery Playbook” for the Island

San Juan, Puerto Rico, March 30, 2021- As the travel and tourism industry around the world fights to survive the devastating impacts of COVID-19, Puerto Rico is seeing early signs of recovery. Discover Puerto Rico has developed a compelling strategy, to bring back travel and tourism to our Island, crafting “The Great Recovery Plan” that will guide the tourism sector’s rebirth while ensuring sensitivity to the health, culture and quality of life of Puerto Rico’s residents. Discover Puerto Rico presented the recovery plan during a webinar, together with a panel represented by key agency partners: Amberlee Eagle from R&R Partners, Nate Huff from Miles Partnership, and Sara Garibaldi from Ketchum.

“The Great Recovery Plan is built to be nimble, sustainable and measurable. Beyond simply restoring visitor spending to pre-pandemic levels, we need to go further, growing and evolving our visitor base. This growth must be inclusionary, and because Puerto Rico has suffered significant setbacks prior to the pandemic, we also need to recover quicker than our competitors. These are lofty goals, but by working collaboratively with Island leaders, our Industry partners and residents, the Great Recovery is within our grasp,” expressed Leah Chandler, CMO, Discover Puerto Rico.

The goal of the Destination Marketing Organization (DMO) of the Island for 2021 is to help stabilize the Island’s economy through tourism and drive visitor-powered employment and revenue to new records – this includes surpassing 2019 visitation numbers, increasing ADR, and attracting a more “conscientious traveler.”

Currently, Puerto Rico is entering the rebound phase of our journey to recovery. Using research to guide marketing efforts, timing and to drive responsible travel messaging, we will:

- Continue building on our “responsible traveler” target, adapting and evolving to grow our audience base of those visitors most likely to follow health and safety guidelines as well as demonstrate respectable behavior.
- Continue monitoring and adjusting target markets based on selection formula that prioritizes seat capacity from airlines and declining COVID cases among other factors.
- Implement a robust media and communications strategy, already developed and scalable based on available funds.
- Inject additional funds as available across the entire marketing and sales matrix to make a significant impact and broadcast Puerto Rico’s readiness for leisure and business visitors.
- Use earned media to position Puerto Rico as significantly advanced in terms of readiness compared to competitive set, based on strict containment measures.
- Implement much earlier than other destinations.
- Amplify Puerto Rico’s “readiness” in relation to past examples of resiliency and strong comebacks despite past challenges.
- Activate creative campaign that builds on consumers’ pent-up demand for travel.
- Implement robust FAM plans (already established) to bring top-tier journalists, meeting planners and travel advisers to the Island to amplify our “readiness” message.
- Activate destination promotions in both leisure and group segments.
- Implement meetings media plan as budget allows, to deliver promotions to appropriate targets.

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The complexity of the current environment demands a completely new approach for the DMO’s recovery playbook. Discover Puerto Rico developed a milestone method that outlines measurable, non-timed, benchmarks that will activate triggers and guide the DMO’s response activity across marketing, communication and sales channels. This method differs from the organizations previous planning process that was focused on calendar-based activity that included seasonal travel and events. The milestone method is focused on key travel variables, visitor volume and overall business impact to inform our strategy and next milestone phase. Additionally, it will help guide Discover Puerto Rico messaging and activity across all marketing channels such as website, public relations, media, and sales. By identifying these key moments, the DMO can gauge marketing and communication activities in a highly responsive and adaptable way.

“Coming out of the pandemic, travelers want – more than anything – to reconnect with the world outside their home. The consumers are looking for more meaningful travel, not just relaxation and luxury, but cultural encounters that broaden their horizons and create unique, unforgettable experiences. Puerto Rico is a prime example of the type of destination these travelers seek, and this relationship can be mutually beneficial. This audience is not only desirable from a financial standpoint, but also will help maintain the beauty and spirit of our Island,” finalized Chandler.

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