



Online Searches Catapult Puerto Rico to Fastest Growing Destination in the World

According to Destination Insights with Google search data, Island is the top destination with the highest travel interest, year-to-date

San Juan, Puerto Rico, April 15, 2021 – The world’s citizens are itching to travel once again – and, based on Google searches, Puerto Rico is the fastest-growing destination in the world.

According to recent travel search data calculated by [Destination Insights with Google](#),¹ which monitors travel trends, Puerto Rico is the top destination country with the highest travel interest in the world for the period between January 1 and April 7, 2021.

The findings are consistent with data compiled by [Discover Puerto Rico](#), the Island’s Destination Marketing Organization (DMO), which indicates that the Island’s tourism industry is seeing clear signs of recovery following the impacts of COVID-19. Indeed, for the week ending April 3, hotel occupancy was 83.1% nearly triple the occupancy at the start of the year and was the highest since the week ending March 17, 2019 when occupancy was 84%. Current bookings through the end of the DMO’s fiscal year are exceeding that of the record-setting pace of 2019, when the destination saw its highest numbers in tourism, in the destination’s history, including lodging revenue.

Brad Dean, CEO of Discover Puerto Rico, said, “I am delighted to see our great industry tracking towards the bright future ahead of us, and even more so following the increasing global interest for travel to the Island. Discover Puerto Rico’s strategy of targeting responsible travelers, who are eager to abide by Puerto Rico’s COVID-19 health and safety guidelines, is in effect, working to attracting travelers seeking a safe and accommodating destination for 2021, and beyond.”

Beginning in March 2020, when the global pandemic began, Discover Puerto Rico has focused on creative and targeted promotional strategies – guided by data-driven insights – designed to keep the Island top-of-mind as those globally look to their future travel plans.

Among its many creative approaches was the creation of first-for-the-Caribbean [virtual tours](#), highlighting 22 of the island’s top destinations and activities. These immersive tours, conducted virtually by local partners, drew thousands of online visitors, increasing their interest in Puerto Rico for future travel. Additional creative efforts that yielded successful engagement and strong earned media traction included the [Adopt a Coqui](#) program and [partnerships with small businesses](#) on the Island, including Brands of Puerto Rico. And based on the Destination Insights with Google findings, the approaches by the DMO are reaping significant results.

“Our Island’s citizens are resilient, and their hard work and determination have been on display throughout the pandemic. By taking a common-sense, pragmatic approach to responsible tourism

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during these troubled times, I believe we are attracting the interest of travelers who are as impressed by the Island's devotion to safety as they are its many historic, cultural and natural attractions. Once again, Puerto Rico is overcoming challenges with strength and optimism," added Dean.

¹ *Destination Insights with Google monitors the search travel intent to destinations made by users on Google.com and Google Flights Search. It is based on flight searches (generic, non-branded search queries at Google.com, excluding Google Flight Search queries) using Flights Demand Explorer; and destination-based accommodation searches using Accommodation Demand Explorer. For the January 1 to April 7, 2021 time range, Puerto Rico experienced the highest growth in demand.*

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.

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