



Discover Puerto Rico Plans Return to In-person Events

San Juan, Puerto Rico- As the world reopens for tourism and vaccines continue to rollout, Discover Puerto Rico is sharing plans for attending in-person tradeshow events in the US Mainland, to promote our beautiful Island. The Destination Marketing Organization (DMO) of the Island plans to attend 85 tradeshows in the next fiscal year, 2021-2022.

“We are very excited to attend in-person meetings and events. It has been a tough year for everyone and taking this step demonstrates that we are closer to the revival of the Island’s tourism sector. We have a strategy and calendar in place for activating the DMO’s tradeshow presence throughout 2021 and into 2022. There is nothing better than seeing our partners in-person and meeting new prospects who are thrilled to learn about our destination and all it offers for leisure travelers as well as meetings and conventions,” expressed Ed Carey, CSO of Discover Puerto Rico.

Discover Puerto Rico has been making strategic and financially responsible decisions, to maximize the limited core marketing budget. All in-person tradeshows that Discover Puerto Rico attends are paid from the DMO’s core budget, which comes from room tax collected from the Island’s hotels and independent rentals. Unfortunately, due to the impact of the pandemic, Discover Puerto Rico has not received its full funding from the Puerto Rico Tourism Company, during this fiscal year 2020-2021.

During the current fiscal year 2020-2021, Discover Puerto Rico has focused mostly on reaching travelers, meeting planners and travel advisors via online channels and activations with strong returns on investment. As very few events have reactivated live formats, these initiatives included digital advertising and social content, as well as virtual roundtables and virtual or hybrid tradeshows and meetings.

After a careful ROI analysis which included direct air access, travel restrictions, the current ability of certain markets to generate immediate and sustainable impact and of course the limited funds available, Discover Puerto Rico decided to limit its involvement in many tradeshows this year, both in the U.S. Mainland and internationally, including FITUR, which is taking place May 19-21. However, to demonstrate the DMO’s commitment to the Spanish market, while prioritizing health and safety, Discover Puerto Rico will be represented at FITUR by Hills Balfour, the DMO’s International Agency of Record.

“The organization remains hopeful that for the next fiscal year (2021-2022) Discover Puerto Rico will receive full funding from PRTC and will attend additional in-person tradeshows that are critical to the DMO’s mission, both in the U.S. Mainland and internationally. Some of the shows already committed to include: CLIA Cruise 360, Connect Marketplace, IMEX America, ASTA Global Convention, IPW Las Vegas, and even FITUR 2022 and ANATO Vitrina Turística in Colombia,” explained Carey.

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For each tradeshow, Discover Puerto Rico has outlined a strategy centered on the show's potential to contribute to the DMO's overall mission and objectives, including brand exposure, quality of event attendees/buyers, as well as presence of competitive destinations.

"We are confident Puerto Rico will shine and will come back stronger than before. Discover Puerto Rico's team is eager to continue working for our Island and its people, with the help of our public and private partners, on and off-Island, to revive the tourism sector and reignite the economic engine of the Island," stated Carey.

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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.

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