



Discover Puerto Rico Remains Optimistic for the Recovery of the Tourism Sector

San Juan, Puerto Rico, May 18, 2021- Discover Puerto Rico continues to work closely with partners on and off-Island to accelerate the economic recovery that is underway. During the May Industry Update, Kelly Craighead, President and CEO of Cruise Lines International Association (CLIA), joined as guest speaker. Also, the Destination Marketing Organization (DMO) of the Island shared positive trends indicating Puerto Rico is leading The Great Recovery of Travel and Tourism.

“Puerto Rico is an incredibly important cruise market that attracts 1.6 million cruisers to the island as part of their cruise experience. These visitors, including the hundreds of thousands who fly specifically to Puerto Rico for land-cruise holidays, support nearly 4,000 direct jobs and \$56 million in direct wages, and we are working on their behalf to resume cruising this summer,” said CLIA President and CEO Kelly Craighead. “While there is still much work to be done, we have been encouraged by our recent dialogue with the Centers for Disease Control and Prevention (CDC) and members of the interagency groups to support the type of responsible resumption we have seen in other parts of the world since last July—with health and safety protocols that are leading the way and have demonstrated effectiveness with a lower incidence rate than on land,” she continued.

Brad Dean, CEO of Discover Puerto Rico, expressed that, “Consumers want to travel, and while some are determined to travel regardless of the health outlook, others remain cautious or even hesitant. This is why it’s so important for us to continue to deliver precisely the right message to reassure prospective visitors that future travel to Puerto Rico is both safe and enjoyable. We’re thrilled to see such a strong response to our recent advertisements which continue to deliver a healthy mix of information and inspiration and drive increased yield. Likewise, the positive accolades we’ve received from trade publications, travel writers and influencers provide added assurance that our strategies are working.”

Data reported by leading travel and tourism research show that passenger arrivals and hotel occupancy are clearly correlated. The Island’s occupancy for April 2021 beats 2019 numbers, and every month through the rest of the year is currently booking above where we were at the same point in time two years ago. It is possible that Puerto Rico could be on track for a full recovery of demand this year.

The Island’s DMO continues to see strong performance on their website [DiscoverPuertoRico.com](https://www.discoverpuertorico.com) in April, including both month over month and year over year, with three months of record site traffic. During April, the organization saw time on site go up and bounce rate down, which shows the right consumers are seeing the advertising and then visiting the site.

“In the first quarter of the year, organic traffic accounted for over 51% of sessions on the website, totaling 1.5 million. Compared to Q4 of last year, we saw an increase of 87% in the first quarter of this year. In February of 2018, the old site [SeePuertoRico.com](https://www.seepuertorico.com) saw over 28,000 organic sessions compared to 456,632 organic sessions three years later in February 2021, which is an 1,517% increase,” explained Leah Chandler, CMO of Discover Puerto Rico.

The DMO continues to optimize and look for the best ways to reach the right audiences. Starting last month, the organization began targeting households who would normally take international trips but are looking for domestic options with international travel being largely halted. Additionally, the DMO has recently added vaccination percentages to keep evolving target ranking.

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In the leisure sales area, Discover Puerto Rico continues to engage with travel advisors through co-op programs implementing activities that drive traffic to bookings. With this strategy, leading to landing pages and making booking services easy has proven to be the most effective path to conversion, and the best way to invest funding. The DMO is focused on all key segments and sources of Leisure business, including, travel agents through Consortia, associations, and local chapters; wholesalers in the U.S. and internationally; and membership driven travel enterprises.

“We are encouraged by these positive trends, but recognize much work remains to be done. As your DMO our goal remains the same: to lead a recovery effort that outpaces our competition and launches Puerto Rico beyond pre-pandemic levels, enabling us to reach record heights for our visitor economy. You can be certain the team at will continue to do all we can to get your business back to where it needs to be,” finalized Dean.

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