



Discover Puerto Rico Unveils 2021-22 Strategic Marketing Business Plan

Building on its success in generating unprecedented economic impact for the Island, the Destination Marketing Organization (DMO) details path forward to attain strongest-ever tourism results

San Juan, Puerto Rico, July 8, 2021 – Aggressive efforts to maintain Puerto Rico’s visibility and brand awareness amongst travelers, meeting planners and travel advisors throughout the pandemic are bearing fruit, as the jewel of the Caribbean is poised for its strongest tourism results ever.

These and other facts about the power of marketing the Island as one of the world’s most attractive tourist destinations are revealed in the 2021-22 Strategic Marketing Business Plan submitted by Discover Puerto Rico, the Island’s official Destination Marketing Organization (DMO), to the Puerto Rico Tourism Company, La Fortaleza (The office of the Governor of Puerto Rico, the House of Representatives of Puerto Rico, the Senate of Puerto Rico and the Department of Economic Development and Commerce of Puerto Rico

The 109-page report provides a blueprint for how Discover Puerto Rico is spearheading strong growth of the visitor economy and the Island’s tourism brand, based on current trends in the marketplace, and the significant tourism and hospitality resources in place today.

“Despite natural disasters and an unprecedented global pandemic, Puerto Rico has become a shining example of resiliency and recovery in tourism. And through innovation, collaboration, sound research and best-in-class marketing practices, our team has shined a light on the Island and its many attributes,” said Brad Dean, CEO of Discover Puerto Rico. “As a result, tourism holds great promise for our Island, and we believe our best days lie ahead.”

As detailed in the 2021-22 Strategic Marketing Business Plan, Discover Puerto Rico has set a goal of helping stabilize the Island’s economy through tourism and driving visitor-powered employment and revenue to new records – which includes surpassing 2019 visitation numbers, increasing average daily rate (ADR) for hotel rooms, and attracting a more “conscientious traveler” in the wake of COVID-19.

Here are highlights of the strategic initiatives being employed by Discover Puerto Rico, as it pursues its mission of collaboratively positioning this diverse and unique Island as a premier destination for leisure, business and events:

- Promotional strategies and sales tactics to accelerate the growth and economic momentum enjoyed in 2019 and counteract the negative impact of various threats, especially COVID-19.
- Sales and service initiatives to continue the recent growth in meeting, convention, incentive and leisure travel sales.



- Updated analysis about Puerto Rico tourism from the most recent Oxford Economics Tourism Impact Study; and an overview of the market trends and changing consumer motivations reshaping the global visitor economy.
- Elements of the comprehensive research and analysis which provide a necessary foundation for all decision-making and strategic planning. This includes a situational analysis and competitive assessment for both the leisure and meeting sectors.
- Details of marketing, sales and promotional strategies planned to reignite tourism growth and position the Island's tourism industry for future success.

The 2021-22 Strategic Marketing Business Plan also serves as a guide for revealing the impact travel and tourism have had on the economy of Puerto Rico, especially since Discover Puerto Rico began operations in 2018.

For instance, we have now had eight straight weeks of more rooms nights sold than two years ago. That's nearly 100,000 additional hotel room nights in the last two months. And we're seeing these kinds of increases when the rest of the U.S. continues to run about 7.5% below where they were two years ago. Current bookings through the end of Discover Puerto Rico's fiscal year exceeded that of the record-setting pace of 2019, when the total economic impact of tourism in Puerto Rico exceeded \$9 billion.

"I'm proud that through the dedicated efforts of our team here at Discover Puerto Rico, we have – in three short years -- consistently delivered exceptional results," added Dean. "As we continue to implement our strategic plan, I am certain that, alongside our community, business and government partners, we will maximize the economic impact of travel and tourism to Puerto Rico."

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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