



CDC Downgrades COVID-19 Risk in Puerto Rico to “Moderate”

The destination went from Level 3 to Level 2; the updated status is likely to increase inbound tourism, which is already achieving record numbers due to Discover Puerto Rico marketing

San Juan, Puerto Rico, July 15, 2021- The U.S. Centers for Disease Control and Prevention (CDC) has downgraded the risk of contracting COVID-19 in Puerto Rico to Level 2, or “moderate.” This means that individuals who are fully vaccinated may travel to the Island without restrictions.

The news bodes well for Puerto Rico’s tourism industry, which is already experiencing a solid recovery from the effects of the pandemic. As reported in the July Industry Update released by Discover Puerto Rico, the Island’s tourism recovery is exceeding that of other U.S. states and territories – with year-to-date visitor numbers up, occupancy rates at record levels, and visitor spending/taxes reaching all-time highs compared to 2019, the Island’s best year-to-date.

Brad Dean, CEO of Discover Puerto Rico, the Island’s official Destination Marketing Organization (DMO), noted that the organization’s aggressive marketing efforts to keep Puerto Rico top-of-mind amongst consumers and travel advisors – even during the height of the pandemic – are bearing fruit.

“I’m proud of our team and its marketing, sales, and promotional strategies and tactics, which have helped reignite the Island’s tourism industry,” said Dean. “Now, with travel restrictions further reduced, we will redouble our efforts to encourage travelers to safely enjoy vacations in one of the world’s most incredible and accessible destinations.”

Since launching in 2018, Discover Puerto Rico has earned numerous marketing, public relations, and tourism industry awards for its work in promoting tourism on the Island. In the process, the organization has used sound research and insightful analytics to help achieve its goal of stabilizing the Island’s economy through tourism and driving visitor-powered employment and revenue to new records. This includes surpassing 2019 visitation numbers, increasing the average daily rate (ADR) for hotel rooms, and attracting a more “conscientious traveler” in the wake of COVID-19. For more information about the CDC’s Level 2 status Risk Assessment Level for COVID-19 in Puerto Rico, visit <https://wwwnc.cdc.gov/travel/notices/covid-2/coronavirus-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.

Contact: Anamari Caratini, Public Affairs Director
787-402-0329 | Anamari.caratini@discoverpuertorico.com