



Discover Puerto Rico Shares International Market Re-entry Plans

"It's Time to Book" campaign will launch with a phased approach.

San Juan, Puerto Rico, July 28, 2021- Currently only 6% of Puerto Rico arrivals are international. Seeing the Island's potential as a tourist destination for the international market, Discover Puerto Rico and its partners are focused on growing this percentage for the future to aid in the recovery of the Island's economy. The Destination Marketing Organization (DMO) hosted a webinar to discuss their plans to re-enter international markets to promote Puerto Rico as a tourist destination. During the webinar, Discover Puerto Rico's CMO, Leah Chandler, was accompanied by Samuel Hancock, Senior Associate Director of Hills Balfour; Christopher Thompson, President & CEO of Brand USA; and Fred Dixon, President & CEO of NYC & Co.

Since 2019, the DMO has worked on a variety of marketing and communication efforts with specific international markets, including, Spain, United Kingdom, Germany, Canada and Colombia. In 2021-22, Discover Puerto Rico will add Mexico as an exploratory market to evaluate visitor potential. Each market was selected by Discover Puerto Rico using data and research, as well as airlift into Puerto Rico and market potential. While other destinations stopped promoting during the pandemic, the DMO found it imperative to stay in-market with reduced levels, and ensure the Island remained visible through earned media and educating the trade.

"When expanding the Discover Puerto Rico brand internationally, streamlining content has been key. Having people on the ground in each of the markets, we have the capacity to translate and adapt content for international markets, always ensuring the right fit for media, trade and consumers in each market. Partnerships have been incredibly important, so we have worked closely with Brand USA to further promote the Discover Puerto Rico brand," mentioned Leah Chandler, CMO of Discover Puerto Rico.

While restrictions are constantly changing and evolving, the vaccine rollout has accelerated destination marketing strategies globally. European countries are seeing \$1.5 trillion dollars of household savings, which means lots of disposable income to spend on international travel. There are \$54 billion dollars in refund vouchers to be spent in the UK market alone - and they'll be deciding where to spend those refund vouchers on their next vacation. Also, the industry is seeing two key groups for bookings in 2021-22, those planning to travel in the next three weeks and those with a longer booking window of 75 days+. The need to be in-market is essential in order to capture future bookings.

"The international objectives for Discover Puerto Rico include increasing awareness and driving sales by highlighting Puerto Rico's unique product offering to a leisure audience through public relations, trade engagement, partnerships, and digital campaigns. Additionally, driving long-term visitor growth, and building back better from a social impact standpoint, ensures tourism remains a driver for change, preserving natural resources and supporting local communities," explained Chandler.

"During 2020 and most of 2021, Brand USA has maintained a state of readiness and implemented a content strategy to keep destinations, like Puerto Rico, top-of-mind among travel dreamers," said Brand USA President and CEO, Christopher L. Thompson. "When the time is right we're ready to implement a robust recovery campaign, which will begin with restoring consumer confidence and proving the United States is ready to welcome back our international friends. As we move toward recovery, Brand USA will

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continue to work to amplify the great work of Discover Puerto Rico and maximize resources to extend our collective reach globally.”

Discover Puerto Rico will resume marketing and public relations activity making necessary adjustments per market and building content to inspire consumers to pick Puerto Rico as a destination they desire to travel to.

The campaign, “It’s Time to Book,” will launch at different times in each market based on travel restrictions and border openings. Each market has a content hub in their desired language. All campaign assets will be tagged with Adara Impact pixels and Floodlight tags to allow the DMO to optimize and track based on bookings and conversions, flight searches, hotel room nights, passengers and revenues.

“Discover Puerto Rico has had great results with the efforts expended pre-pandemic and during the pandemic, and we are very excited with the potential for the international market, as we emerge from the pandemic. 2019 was an all-time record year for international arrivals to Puerto Rico and we are confident that with our strategic re-entry plan, we won’t just get back to 2019 arrivals, but build on them,” finalized Chandler.

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