



## **Discover Puerto Rico Launches 'Population: YOU', a Content Series to Promote Off-the-Beaten-Path Locations on the Island**

**SAN JUAN, Puerto Rico, August 9, 2021** -[Discover Puerto Rico](#), the Island's non-profit Destination Marketing Organization (DMO), has partnered with local influencers, municipalities, and the Department of Natural Resources (DRNA) to identify eight off-the-beaten-path locations across the Island, and is challenging visitors and locals to find them through a series of clues shared on its [website](#) and social media channels.

"Travelers have developed a newfound appreciation for traveling consciously, and Puerto Rico is the ideal destination for those who want to reconnect with nature, but not the crowds. Through 'Population: YOU,' we encourage the exploration of the Island's natural resources safely and responsibly. American travelers will quickly realize that Puerto Rico has the allure of an exotic destination with the ease and convenience of not needing a passport," said Leah Chandler, CMO of Discover Puerto Rico.

Discover Puerto Rico worked with two local influencers, Luis Sousa, of [@sousa\\_pr](#), and Miguel Camilo, of [@latitudperfecta](#), to help identify the locations, and partnered with the municipalities where each spot is located, as well as the Department of Natural Resources (DRNA) to identify each location and ensure that while these are off-the-beaten path locations, they are still accessible to those who wish to visit responsibly.

Each location has been marked with a sign detailing its GPS coordinates. The signs were locally sourced and are environmentally safe, as they were developed using reclaimed PCEF certified wood from sustainable managed forests. Adventurers who take on the challenge of finding the remote locations are encouraged to snap a picture and share it on Instagram tagging #PRPopulationYou so Discover Puerto Rico may reshare it.

While the campaign is targeting mostly mainland travelers, the DMO is encouraging residents to follow along and take part in the challenge. The activation is an opportunity for locals to get to know the Island better and act as ambassadors of its varied and eclectic natural offerings, ultimately motivating others to visit Puerto Rico too.

Discover Puerto Rico has been targeting responsible and conscientious travelers, those most likely to follow local guidelines and restrictions, while also focused on protecting the environment and having a meaningful impact in the communities they visit.

From hidden waterfalls to secluded beaches, each location has been intentionally chosen for its stunning natural appeal, and many can only be discovered by foot or by sea. 'Population: YOU' offers a chance to remind visitors and locals that there are unexplored treasures to connect with nature in a responsible way.

**Contact:** Xiomara Rodríguez, Communications Director  
[communications@discoverpuertorico.com](mailto:communications@discoverpuertorico.com)



“We’re excited to see this initiative come to fruition and appreciate the work that Discover Puerto Rico has put into generating awareness of our natural wonders that can be found throughout the Island,” said Rafael Machargo Maldonado, Secretary of DRNA. “Our Island truly has so much to offer, and we look forward to having travelers continuing to experience Puerto Rico’s under-discovered gems with our help and guidance.”

###

**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 the community at large, to empower economic growth. To discover all the beauty the Island has to offer, visit [DiscoverPuertoRico.com](http://DiscoverPuertoRico.com).

**Contact:** Xiomara Rodríguez, Communications Director  
communications@discoverpuertorico.com