



Discover Puerto Rico Issues Requests for Proposals

San Juan, Puerto Rico, October 4, 2021- Discover Puerto Rico, the Island's Destination Marketing Organization (DMO), has issued Requests for Proposals (RFPs,) in which local, US and international-based agencies may participate. The DMO issued RFPs for the following services: Digital Marketing Services & Web Development, Traditional Media Buying Services, Creative Services, Public Relations, and International Public Relations & Sales Representation.

"We seek proposals that demonstrate an ability to continue elevating and amplifying Puerto Rico's destination brand and keep the Island top-of-mind through our creative assets, digital strategy, earned media efforts and media buying. Executing an RFP process is crucial for continuing our mission, while remaining rooted in transparency," mentioned Leah Chandler, CMO of Discover Puerto Rico.

The RFP processes ensures equality and transparency for all interested candidates through the selection process. Interested agencies must obtain guidelines and requirements from Discover Puerto Rico's Industry Portal, www.discoverpuertorico.com/industry. The deadline for submission for all RFP's is November 5th, 2021. An industry task force has been developed to collaborate with Discover Puerto Rico's executive leadership team in the selection of agency partners.

###

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.