



## Discover Puerto Rico announces initiative to assist tourism industry businesses in digital marketing readiness

The program called La IDEA is designed to help businesses manage or expand their digital presence, promotions, and profiles on travel planning networks

**San Juan, Puerto Rico, January 14, 2022** – Discover Puerto Rico today announced the Island Digital Education Academy (La IDEA). This first-of-its-kind program will offer personalized assistance in digital marketing to businesses associated with tourism.

The initiative will tour all the municipalities in Puerto Rico for the next two years as the program expands. It will focus on creating or improving the online presence of restaurants, tour operators, museums, paradors, hotels and spa lounges, among many others business associated with the visitor's economy.

"We are very excited about this initiative that will help boost companies in their digital marketing efforts with personalized support from a group of people trained to position Puerto Rico's tourism offerings at the highest level. The awareness that the companies will generate with this initiative will complement the efforts made by Discover Puerto Rico to attract visitors to the Island," said Leah Chandler, Chief Marketing Officer of Discover Puerto Rico.

"This initiative is important because it seeks to align the promotional efforts of all of Puerto Rico's tourism industry, and we understand that, as a result, Puerto Rico will have a better presence in each of the main platforms that travelers use today to decide the destination they are going to visit and the experiences they will have," said José M. Suárez, Chairman of the Board of Directors of Discover Puerto Rico.

The project will be free for companies and will have two phases. In the first, which will start in February, in the western part of Puerto Rico, a team with specialized training in marketing for the tourism industry will evaluate the digital presence of the participating companies. The group will look for improvement areas and, if needed, will issue recommendations to expand the company's presence on travel planning platforms and social networks associated with the visitor's industry. Companies will improve with the personalized advice of the digital marketing specialists that Discover Puerto Rico will be training together with the international firm Miles Partnership and in cooperation with the University of Puerto Rico and NUC University.

The program will ensure that business profiles on platforms such as Google Travel, Tripadvisor and Yelp, among others, are complete, have strong visibility, quality photos, and adequately reflect the company's offerings, among many other considerations associated with digital marketing.

The second phase of the project, which will begin in July, will include assistance in photography and 360 photosphere captures that could be included in platforms such as Google Street View and the business profiles themselves. This phase will also have online courses for entrepreneurs.



The nearly 5,000 businesses with profiles on the Discover Puerto Rico website will have automatic access to this initiative that will be entirely voluntary. Those who are not registered on the Discover Puerto Rico website and are interested in participating will be able to list their interest at a website that will be enabled (LaIdea.com) in February. This site will also include more details regarding the eligibility requirements for companies.

The initiative is funded by \$2 million of American Rescue Plan Act (ARPA) and Discover Puerto Rico funds. The program is expected to finish in 2024.

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