



Busy schedule of business meetings and media interviews during the first day of FITUR

Before the event began, about 40 meetings with tourist businesses had already been scheduled.

San Juan, Puerto Rico, January 19, 2022 – Discover Puerto Rico today began its participation in the International Tourism Fair (FITUR) with more than two dozen meetings with media and operators of tours, airlines, and online travel agents.

In addition, talks began on three possible promotional cooperation agreements with Discover Puerto Rico. Also, there will be a meeting with local hoteliers and more than a dozen European entrepreneurs in the evening. The efforts are made in coordination with the Puerto Rico Tourism Company, which has a premium exhibitor of the event, and several local companies participating in FITUR.

More meetings with businesspeople are expected between today and Sunday, January 23, when the event closes. Many of these meetings had been coordinated in advance by Discover Puerto Rico and the Hills Balfour agency staff, which assists in Puerto Rico's promotional efforts.

"We have a plan full of European planners, coordinators, tour operators, wholesalers, and media. The goal is to attract more visitors to Puerto Rico. The traveling confidence will return once we overcome COVID-19, and we must be prepared for when it happens," said Edward Zayas, Chief Strategy Officer of Discover Puerto Rico. "We always evaluate every dollar we invest in our marketing efforts and, above all, how much is the return on that dollar. On this occasion, we understand that we maintain a good presence by our business objectives and the efforts we already have in that market."

FITUR joins the multiple efforts made by Discover Puerto Rico throughout the year, not only in Spain but also in other European markets, such as the United Kingdom and Germany.

Discover Puerto Rico's efforts are carried out with all necessary protective measures to prevent further infections with the contagious Omicron strain of COVID-19.

According to the U.S. Bureau of Transportation Statistics data, international travelers accounted for 9.5% of passenger movement to Luis Muñoz Marín International Airport in 2019.

Discover Puerto Rico has on its agenda for the next two years to further stimulate the European traveler market by intensifying promotion with funds from the American Rescue Plan Act (ARP). Between September and December 2021 alone, Puerto Rico, as a tourist destination, appeared in 43 articles in Spain that generated over 65 million impressions with an advertising value of over \$209,800.

###