



## **Discover Puerto Rico discusses tourism promotion with entrepreneurs and community leaders from Yabucoa, Maunabo, and Humacao**

*This is the second in a series of town hall meetings to align the promotion of Puerto Rico as a destination with commercial and local leaders around Puerto Rico*

**Yabucoa, Puerto Rico, June 16, 2022** – Discover Puerto Rico met yesterday with community and business leaders from the municipalities of Yabucoa, Maunabo, and Humacao to elaborate on the strategies to promote Puerto Rico as a travel destination, hear their proposals and discuss the development of tourism in this region.

This is the second meeting under the Conversemos initiative and was held in the Parque del Niño in Yabucoa. The encounter was coordinated with personnel from the municipalities, the Puerto Rico Tourism Company, the Puerto Rico Aqueducts and Sewers Authority (PRASA), and the Central Office of Recovery, Reconstruction and Resilience (COR3). Their representatives answered questions about the Hurricane Maria reconstruction initiatives in the area.

"This is one of the parts of Puerto Rico with the greatest potential for development in the visitor's economy. We want the smallest entrepreneurs serving tourists to the largest to know what we are doing so they join our effort. At the same time, we also want to know first-hand what the industry is doing locally to see how we can help make their businesses flourish. We want the tourism industry to have an ever-larger contribution to our economy," said Edward Zayas, Chief Strategy Officer of Discover Puerto Rico.

During the event, the digital gurus of Discover Puerto Rico's La IDEA program helped business leaders and entities serving tourists improve their presence on the leading platforms that guide visitors like Google, Facebook, Yelp, and Tripadvisor, among others. PRASA officials updated their projects for the replacement of the old aqueduct under the road PR-901.

Discover Puerto Rico will be developing similar meetings with community and business leaders at the municipal and community levels in the coming months.

Discover Puerto Rico currently promotes 24 businesses, attractions, and points of interest in Yabucoa, 30 in Maunabo, and 94 in Humacao. There are also 168 promotional photos of these municipalities.

Similarly, 11,225 potential visitors have been referred to businesses in these towns from the Discover Puerto Rico website.

###

Contact:

[edward.zayas@discoverpuertorico.com](mailto:edward.zayas@discoverpuertorico.com) / [ricardo.cortes@discoverpuertorico.com](mailto:ricardo.cortes@discoverpuertorico.com)