



## **Discover Puerto Rico and Brand USA showcase joint promotion of Puerto Rico as a tourist destination**

*The U.S. Destination Marketing Organization carries the promotional efforts to markets beyond those served directly by Discover Puerto Rico*

**San Juan, Puerto Rico, July 27, 2022** – Discover Puerto Rico and Brand USA showed their joint efforts to promote Puerto Rico in international markets at a time when passenger movement is gradually normalizing with the elimination of entry requirements to U.S. states and territories imposed to control COVID-19 infections.

Discover Puerto Rico currently has promotional efforts to attract travelers from the United Kingdom, Germany, Spain, Canada, and Colombia

The cooperative marketing carried out by Discover Puerto Rico, and Brand USA allows to expand the promotions of the Island as a tourist destination in markets not served directly by Discover Puerto Rico.

"Brand USA creates synergies and efficiencies because of the volume of investment they make and their marketing efforts, of which we are part. It also allows us to enter and establish a presence in markets we can't establish on our own and gives us enhanced access to media, influencers, tour operators, and travel advisors. They showcase Puerto Rico not only as part of the United States but as a premier destination in the Caribbean," said Brad Dean, CEO of Discover Puerto Rico.

"Discover Puerto Rico does amazing work in telling the story of the Island, its cultural heritage, and vibrant community. At Brand USA, we are able to amplify their voice by providing various platforms and tools, from United Stories to agent webinars on Global Marketplace, for the destination to share their many stories with a wider, global audience. The town hall meeting was an excellent opportunity for us to showcase our collaborative marketing efforts to Puerto Rico's stakeholders and shape the next chapter of travel," commented Chris Thompson, CEO, and President of Brand USA.

During the event, which was held at the Caribe Hilton hotel in San Juan, leaders of the Puerto Rican tourism industry were able to observe examples of the promotions about Puerto Rico made by Brand USA, and received information about the joint promotions abroad, and asked details about the marketing campaigns and creative process.

This week Brand USA holds a series of industry reunions in San Juan, including a meeting of its Board of Directors.

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