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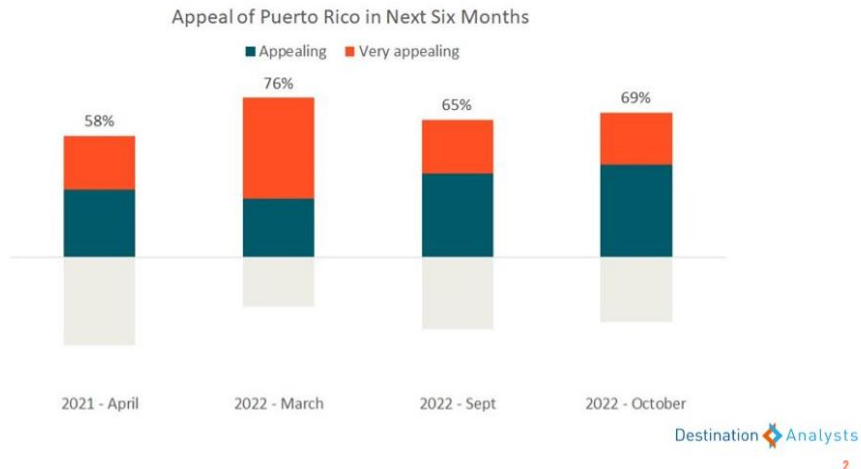


Research Update - October 19th, 2022

A month after Hurricane Fiona, the perception of Puerto Rico as a travel destination has rebounded. In the initial week following the landfall of the hurricane, the appeal of the Island for travel in the next six months fell from its high in the spring, before economic concerns and inflation began to take hold. However, just two weeks later, the appeal rebounded.

This recovery of the Island's image as a travel destination is part of Discover Puerto Rico's bi-weekly perception study with Destination Analysts following Hurricane Fiona.

QUICK BOUNCE IN PERCEPTION

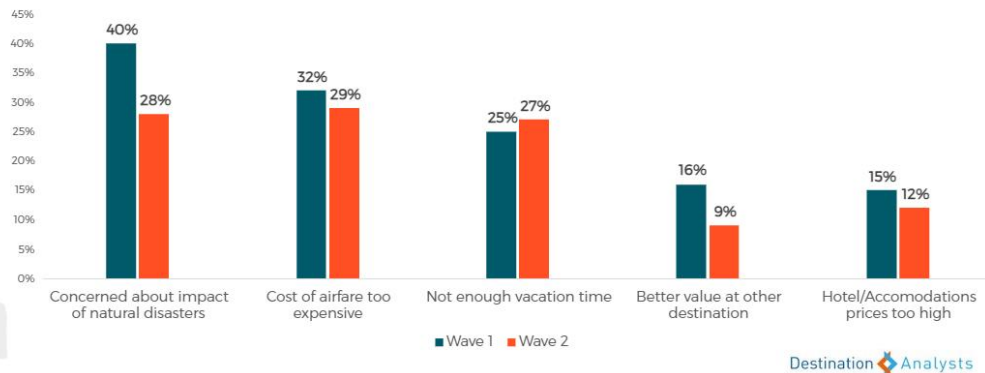


The most recent wave of the same study found that interest in visiting Puerto Rico from the U.S. mainland increased two percentage points over the course of just two weeks.

The concerns about the impact of Hurricane Fiona are quickly dissipating. In the first week after the hurricane, 40% of those with an interest in visiting Puerto Rico but not actively planning a trip said it was due to the impact of natural disasters. This concern fell to 28% just two weeks later. Economic concerns, including the cost of airfare, claimed the top spot for not actively planning a trip to Puerto Rico in the most recent survey.

DROP IN THE IMPACT OF NATURAL DISASTERS

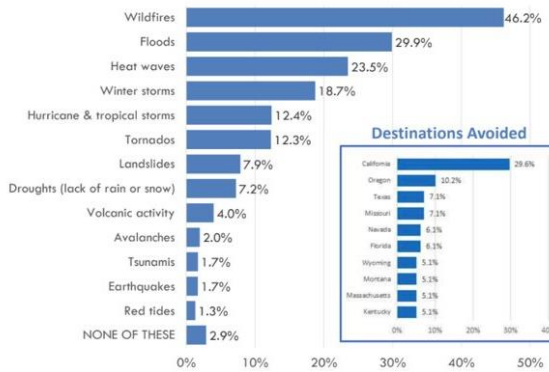
TOP 5 REASONS INTERESTED BUT NOT PLANNING TRIP TO PUERTO RICO



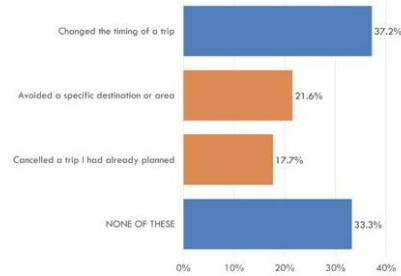
Hurricane Ian hit Florida just 10 days after Fiona made landfall, following another summer of wildfires in the Western United States. Consumers dealing with natural disasters and travel plans is not unique to Puerto Rico. The October “State of the American Traveler” from Destination Analysts evaluated how natural disasters impact travel plans. Just over 1 in 10 indicated that natural disasters have impacted their travel plans, with a third of those being affected by wildfires. Other top weather events include heat waves, floods, winter storms, and hurricanes or tropical storms.

As a result of these events, 18% of respondents canceled their trips altogether, and 21% changed their destination. This aligns with Discover Puerto Rico’s post-Fiona perception research that found 76% of customers with planned travel to the Island rereported that the storm had no impact on their travel plans.

IMPACT OF NATURAL DISASTERS ON TRAVEL



In the PAST (12) TWELVE MONTHS as a result of any of these natural events, hazards or disasters have you done any of the following?



Which type(s) of natural events, hazards or disasters led you to avoid this destination(s)?

Destination Analysts

Even with Hurricane Fiona making landfall, last month had the highest lodging demand compared to any previous September. Given some of the month's hotel demand was likely made up of relief workers and even residents, the rental market was more substantially impacted by Hurricane Fiona.

However, the year-over-year increase in demand continues. Through the end of September, hotel and rental demand are 15% ahead of last year's record-setting volume. Hotels have booked 13% more than in 2021, and independent rental demand has increased by 18%.

YEAR-TO-DATE LODGING DEMAND

TOTAL PUSHES 15% HIGHER THAN 2021 THROUGH SEPTEMBER



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