



## Discover Puerto Rico reveals results of a year-long visitors profile study

The research details trends for leisure and business travelers, members of the LGBTQ+ community, the diaspora, and African American visitors.

**San Juan, Puerto Rico, February 16, 2023** – Discover Puerto Rico today published its first comprehensive study on visitors arriving in Puerto Rico, a year-long assignment that included interviews in different parts of the island with 1,607 travelers from abroad.

Also, Discover Puerto Rico announced a collaboration agreement with Ana G. Méndez University to promote cooperation in student training, educational events, and tourism research with initiatives such as exchanging information or studies like the one revealed today with the visitor's profile.

One of the study's main findings is that 98% of visitors were satisfied with their experience on the island. Similarly, 95% estimate they will return in the future, and less than 15% experienced any concerns at some point during their stay.

"With such high satisfaction and desire to return among recent visitors, this group of travelers offers an important opportunity for the island. They are the 'low-hanging fruit' with a higher likelihood of conversion. In 2022, just 49% of leisure visitors to Puerto Rico were repeating visitors. In a time of economic anxiety or uncertainty, this group is an opportunity for Puerto Rico to sustain visitation in the near term," said Erin Francis Cummings, Chief Executive Officer of Destination Analysts, which conducted the study with Gaither International. She presented the findings during an Industry Update celebrated at the Carolina Campus of Ana G. Méndez University (UAGM).

The main reason for travel was vacationing (65%). Only 13% said their trip was to visit relatives or friends. Travelers selected Puerto Rico as a destination for its weather (34%), scenic beauty (32%), and local culture (31%).

On average, travelers stayed on the island for 6.1 nights. About half spent the night in a hotel (45%), a third in short-term rentals (34%), and the rest in private residences. It is estimated that each visitor spends around \$208 per day. These expenses include accommodations, food, entertainment, experiences, and shopping.

Visitors were, on average, 46 years old, primarily women (58%), and married (60%). Family income averaged around \$135,000 annually. A third of travelers lived with children.

Race and ethnicity characteristics were also collected. 64% of travelers identified as white or Caucasian, and 13% as black or African American. About one of every four (24%) identified as Hispanic or Latino. A similar percentage (23%) said they were of Puerto Rican descent, and 8% affirmed their identity as a member of the LGBTQ+ community.

This picture shows the composition of travelers in the best year in the history of the tourism industry in terms of visitor spending (\$5.7 billion), revenue from the rental tax (\$116 million), and jobs in the recreation and lodging sectors (91,500). 2022 generated the highest passenger traffic at Luis Muñoz



Marín airport (over 10 million) in more than a decade. It was also the year our current promotional campaign Live Boricua was launched.

Discover Puerto Rico's promotional efforts generated advances in travelers' familiarity with Puerto Rico as a tourist destination, in the positive perception of the Island and the probability of visiting. The likelihood of visiting and the positive perception of Puerto Rico increased by five percentage points since 2021, according to the firm Strategic Marketing & Research data.

"This progress was achieved because Discover Puerto Rico was able to add a significant number of economic resources with federal funds (ARPA, CARES, and CDGB-DR). In 2022, we managed to reach over 33 million households with the Live Boricua campaign, and over 32% of our visitors know or have been positively impacted by our promotional efforts," said Alisha Valentine, Director of Research and Analysis in Discover Puerto Rico.

### **The collaborative effort between industry and academia.**

The collaborative agreement between Discover Puerto Rico and UAGM was signed during the event. It has a duration of two years, and it includes clauses that commit the parties to the organization of conferences, seminars, and courses related to tourism, to carry out professional practices for students, promote and assist academic research associated with the visitor's industry, and collaborate in activities, meetings, conferences, and training organized by the entities.

Similarly, Discover Puerto Rico will adopt an area at the International School of Hospitality and Culinary Arts José A. "Tony" Santana of the UAGM Carolina Campus to display images associated with the "Live Boricua" promotional campaign.

"We are honored to be part of this great project which will allow our International School of Hospitality and Culinary Arts to maintain its commitment to academic excellence and the development of Puerto Rico's tourism ecosystem," said José F. Méndez Méndez, president of UAGM.

"This agreement allows us to collaborate closely with the academy and positively impact the students who are making their way in our industry which has so much potential to grow the Puerto Rican economy and increasingly offers more and better opportunities for professional development," said Brad Dean, Discover Puerto Rico's CEO.

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Visitor Profile: [Puerto Rico Visitor Profile Study CY 2022 | Discover Puerto Rico](#)

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