



## **“Jimmy Kimmel Live!” Travels to Puerto Rico for Latest Episode, No Passport Required**

*DMO Partners with ABC’s Emmy Award-Winning Late-Night Show to Bring the Island to Living Rooms Across the Mainland*

**San Juan, Puerto Rico**, February 22, 2024 – Discover Puerto Rico, the Destination Marketing Organization (DMO) for the Island, was featured on the latest episode of ABC’s Emmy Award-winning late-night show – “Jimmy Kimmel Live!” – as part of a paid integration to build exposure for the Island on the mainland. The effort is the latest tactic in the DMO’s “No Passport, No Problem” initiative, which touts the ease of traveling to Puerto Rico for U.S. citizens and permanent residents. The episode aired on Wednesday, February 21, 2024, at 11:35/10:35 p.m. CST and is now available to stream on Hulu and at [YouTube.com/JimmyKimmelLive](https://www.youtube.com/JimmyKimmelLive).

The [comedic segment](#) featured Jimmy Kimmel’s beloved sidekick Guillermo Rodriguez traveling from Los Angeles to Puerto Rico for a much-needed vacation after letting his passport lapse. During his time on the Island, Guillermo enjoyed an authentic Live Boricua experience, which included a stay at [Fairmont El San Juan Hotel](#), as well as visits to [El Yunque National Forest](#) to explore waterfalls, [Kioskos de Luquillo](#) to partake in fresh seafood fare at La Parilla and, lastly, [La Factoría](#) to salsa dance the night away.

“It was an honor to welcome Guillermo and the ‘Jimmy Kimmel Live!’ crew to Puerto Rico,” said Carlos Irizarry, general manager of La Factoría. “From enjoying our craft cocktails to dancing to Puerto Rican salsa music, we showed them what makes La Factoría and our Island so special.”

“Identifying new and compelling ways to highlight the rich culture and warmth of our people is important to the DMO because it shows new audiences what differentiates our Island,” said Brad Dean, CEO of Discover Puerto Rico. “We are excited to welcome Jimmy Kimmel Live! fans in Puerto Rico and for them to enjoy the Live Boricua experience.”

Jimmy Kimmel Live! airs weeknights at 11:35 EST on ABC. The show features a diverse lineup of guests, including celebrities, athletes, musical acts, comedians, human-interest subjects, comedy bits, and a house band.

Discover Puerto Rico’s “No Passport, No Problem” initiative is aimed at Americans who don’t hold a U.S. Passport and is intended to show the ease and accessibility of traveling to the Island through direct airlift from major metro cities across the mainland.

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**About Discover Puerto Rico:** Discover Puerto Rico is a private, not-for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO brings prosperity to the people of Puerto Rico by collaboratively promoting the Island’s diversity and uniqueness for leisure, business travel, and events. It is responsible for all global

marketing, sales, and promotion of the destination and works collaboratively with key local governmental and nongovernmental players throughout Puerto Rico's visitor economy and the community at large, to empower economic growth. To discover all the beauty the Island has to offer, visit DiscoverPuertoRico.com.

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