



Discover Puerto Rico and SKIFT Collaborate on Island-Wide Sustainability Audit
Unveiling Puerto Rico's Path to Sustainable Tourism Leadership

SAN JUAN, Puerto Rico, April 30, 2024 – In a proactive move to uphold the Island's unique culture and environment, [Discover Puerto Rico](#), the Destination Marketing Organization (DMO) for the Island, proudly announces its collaboration with [SKIFT](#), the leading news source for travel executives, on an Island-Wide Sustainability Audit. This partnership marks a significant step forward in the DMO's commitment to marketing sustainable tourism practices while promoting the Island's natural beauty and cultural richness.

Aligned with Discover Puerto Rico's mission, the audit aims to promote sustainable development, empower local communities, and highlight travel experiences for visitors. In a novel move for destination marketing organizations, Discover Puerto Rico partnered with SKIFT to conduct a pioneering study, highlighting their commitment to innovation. Thus, Puerto Rico solidified its status as a sought-after destination for conscientious travelers seeking authentic, impactful experiences.

"Tourism cannot be – nor can it afford to be viewed as – an irresponsible consumer of natural resources. Organizations like Discover Puerto Rico play a crucial role," says Brad Dean, CEO of Discover Puerto Rico. "We bear a responsibility to create the conditions that enable businesses to authentically reflect the values of travelers. The Island-Wide Sustainability Audit reflects our dedication to amplifying the unique stories of our people and empowering Puerto Rico as a leader in sustainable tourism."

"Through data-first initiatives like this, we're catalyzing change and showcasing Puerto Rico's opportunity to shape responsible travel," adds Leah Chandler, Chief Marketing Officer of Discover Puerto Rico. "As stewards of Puerto Rico's natural and cultural heritage, we must lead by example."

The SKIFT audit unveils grassroots innovations at the local and community levels, spotlighting initiatives that champion responsible tourism. This underpins Discover Puerto Rico's steadfast commitment to highlighting travel experiences that mitigate adverse social, cultural, and environmental impacts while bolstering benefits for local communities, economies, and ecosystems.

"At SKIFT, we're empowering Discover Puerto Rico with the tools to elevate sustainability as a driving force behind their destination marketing endeavors," underscored Rafat Ali, Skift CEO. "Through initiatives like the Island-Wide Sustainability Audit, we're arming them with the means to take steps towards safeguarding not only the environment but also their cultural identity and legacy, setting a new standard for responsible tourism."

The study findings were officially launched Tuesday, April 30, 2024, by SKIFT as part of a global summit in Puerto Rico. Discover Puerto Rico anticipates a continued collaboration with SKIFT and a collective effort with Island partners to champion sustainable practices that preserve Puerto Rico's pristine landscapes and grow its status as a responsible tourism pioneer.

About Discover Puerto Rico

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 and 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.

About SKIFT

SKIFT is a leading travel industry intelligence and marketing platform, providing insights, data, and news to professionals across the global travel ecosystem. With a focus on innovation and sustainability, SKIFT empowers businesses and destinations to navigate the evolving landscape of travel and tourism.

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