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Discover Puerto Rico presents its second marketing update to industry stakeholders

SAN JUAN, PR, November 20, 2018 –Discover Puerto Rico, the Destination Marketing Organization (DMO) for the island, presented today its second marketing update focused on the strategic work completed so far and the insights that have been captured through primary research and niche market audits conducted since the organization’s inception.

During the presentation at the San Juan Marriott & Stellaris Casino, both Brad Dean, Discover Puerto Rico’s Chief Executive Officer, and Leah Chandler, Chief Marketing Officer, shared the preliminary marketing plans for the first half of 2019.

“The marketing update is part of our ongoing commitment to be transparent and accountable by having open meetings that are designed to not only inform stakeholders and the press what we are doing but also provide insights to help the industry improve their businesses”, explained Dean.

The Industry Update included also two keynote speakers: Gray Lawry, Miles Partnership Vice President, Strategy & Insights and Denise Miller, SMARInsights Executive Vice President.

Lawry presented how the digital marketing landscape is evolving, changing the way consumers choose travel destinations and plan their trips and Miller reviewed the multi-phased research process that Discover Puerto Rico used to evaluate potential advertising markets and focus its advertising efforts.

Some of the primary research key findings were: a low level of awareness and familiarity of tourism product and activities, lacking differentiation in brand and messaging, average likelihood to visit in the next 12 months compared to the competitor set and last, neutral brand image.

When it comes to areas of opportunity, the primary research states that Puerto Rico ranks high for having an outstanding, scenic beauty and excellent beaches.

Furthermore, great opportunities exist to differentiate Puerto Rico from its competitive set through a brand platform rooted in the island’s rich, authentic culture, with supporting messaging focused on beaches and outdoor recreation. In addition, this

primary research includes an initial golf and luxury audit as well as inclusion and LGBTQ+ key opportunities to further explore.

All the key findings are relevant for the brand positioning finalization, logo development, and focus groups that will be conducted in several cities including Toronto, DC and NY among others.

Chandler also explained that the high season or Q4 Campaign “Ready to Celebrate” is currently active with a 100% digital media plan focused on culture and the longest Christmas in the world. For the first quarter of 2019, Chandler will focus on the DMO’s world- class website launch.

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About Discover Puerto Rico

Discover Puerto Rico is a newly established 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 will bring prosperity to the people of Puerto Rico by collaboratively positioning the Island’s diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination and works closely with key local governmental and non-governmental stakeholders throughout Puerto Rico’s visitor economy and community at large to empower economic growth.