

ALL NEW

Discover PUERTORICO.COM

COMING SOON!

WHAT YOU'LL SEE:

- A website focused on the needs revealed by the site audit and user testing.
- A solid technical foundation that creates digital credibility for Discover Puerto Rico.
- A site that shows the breadth of what there is to see and do on the island.
- Representation of Puerto Rico's tourism product beyond San Juan.
- Robust business listings providing consumers with enhanced information about local businesses.
- The initial launch includes more than 300 pages of new content covering multiple audiences including leisure travelers, meeting planners, wedding groups and more.

WHAT YOU WON'T SEE:

- In-depth content for every audience and every interest.
- Immediate depth and consistency of industry data across all sectors
- Expect to see new articles, videos, event calendars, improved business listing completeness, and functionality appearing on a regular basis over the coming months. Including major roll-outs in April and July.

— WE NEED YOUR HELP! —

After the site launches on **Thursday, February 28th** please take a moment to review your business information on the site for accuracy and completeness. Businesses can now showcase themselves through robust profile pages with descriptions, amenities, photos and direct links. All tourism business owners in Puerto Rico can help make their property, along with the island as a whole, attractive and informative for potential visitors and meeting planners by updating and enhancing their profile on DiscoverPuertoRico.com. On **Monday, March 4th** we will open Discover Puerto Rico's Extranet to allow you to make changes, updates and optimizations to your business listings. As the date approaches, we will share more information on how to do this. The upcoming educational workshops happening around the island March 25-28 will also provide hands on training.