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DISCOVER PUERTO RICO COORDINATES GOOGLE AND TRIPADVISOR WORKSHOPS FOR LOCAL BUSINESSES

(SAN JUAN, PUERTO RICO - MARCH 4, 2019) Discover Puerto Rico launched a new website for the destination, which presents an easy-to-use design with attractive multimedia content that seeks to captivate and convince visitors to select the Island as a place to vacation or conduct business events and conventions. And, as part of the brand repositioning efforts, local businesses related to the tourism industry will benefit from two upcoming key workshops to promote effectively their establishments on Google and TripAdvisor.

The new www.discoverpuertorico.com contains a directory with thousands of companies on the island that offer tourist services and an inventory of tourist attractions. Tourism Businesses that are not on the website may include their information in the directory without any cost.

The new industry Extranet will allow the business owners to edit the information of their commercial establishments, streamlining the process of updating the portal to make it more accurate and useful for the visitor.

Discover Puerto Rico will offer free workshops from March 25 to 28 around the Island to guide business owners on how to: access the Extranet to update their information on discoverpuertorico.com, learn how to update their information in the Google My Business, and learn about Discover Puerto Rico's cooperative marketing program.

The workshops will be on March 25 at El San Juan Hotel; on March 26 at the Fajardo Inn, on March 27 at the Ponce Hilton Golf & Casino Resort and on March 28 at the Holiday Inn in Mayagüez. All from 8:00 a.m. at 12:00 p.m.

Meanwhile, the TripAdvisor workshop will focus on how to register, the best practices for using the business list and how to increase the visibility of your business globally.

This workshop will be offered on March 29 in the auditorium of the School of Architecture of the University of Puerto Rico, Rio Piedras Campus at 9:00 a.m.

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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. Please visit: www.discoverpuertorico.com