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## DISCOVER PUERTO RICO PRESENTED FIRST QUARTER INDUSTRY UPDATE

(SAN JUAN, PUERTO RICO-MARCH 19, 2019) Discover Puerto Rico, the Destination Marketing Organization (DMO), presented the first industry report of the year, highlighting significant efforts and successes accomplished to reposition the brand, and establishing priorities in which they will focus to continue strengthening the market abroad in 2019.

In front of an audience of nearly 400 professionals from the tourism, travel and convention industries, Brad Dean, chief executive officer (CEO) of Discover Puerto Rico, Leah Chandler, Chief Marketing Officer (CMO), Ed Carey, Chief Sales Officer (CSO) and Jeniffer Rosa, Communications VP, recounted key efforts made and how they're working to position Puerto Rico among the main destinations to visit worldwide.

"Events such as Hamilton and the Puerto Rico Open not only managed to attract tourists to the island, but also had a ripple effect achieving unprecedented exposure, such as the taping of the Jimmy Fallon show and a significant increase of presence in social networks', explained Leah Chandler. The executive mentioned other achievements such as the selection of Puerto Rico as an outstanding destination in 2019 by various global publications, including obtaining the first place in the famous New York Times list of places to go.

When it comes to the groups, meetings and convention segment, the DMO reported significant growth since July 1<sup>st</sup>, 2018. "In the month of February, the industry produced more room nights than the average monthly production in our last best year of 2014," said Edward Carey, Principal Sales Officer of Discover Puerto Rico. "Leisure plan is being developed to target the island's most important wholesalers, consortia and travel agents through historical data and direct feedback from partner hotels. This, along efforts made with industry retail organizations, has allowed us to maximize the reach of our message," Carey explained.

One of the most significant achievements by Discover Puerto Rico was the launch of the new website of 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 carry out business events and conventions.

The new [www.discoverpuertorico.com](http://www.discoverpuertorico.com) has a strong technology base that helps improve content viewing, security and search optimization, as well as an easy-to-use navigation structure with more than 300 pages of new content. "This content reviews the attractions of all regions of Puerto Rico to meet the goal of marketing the entire island as a tourist destination," said Brad Dean.

The executive said that these achievements are the beginning of a more comprehensive plan that includes the development of a new brand identity, the development of an international strategy in partnership with Brand USA, as well as the offering of digital workshops to the industry.

"We have joined forces with major industry players, such as Google, Miles Partnership, and Brand USA, among others, to maximize the reach of Discover Puerto Rico. We will also provide workshops to local members of our industry in order to strengthen our digital presence. Promoting Puerto Rico is a team effort and developing collaborative alliances strengthens our position abroad," said Dean.

"As we approach the first anniversary of Discover Puerto Rico, we continue to bring best in class practices and innovative tools that will allow us to achieve our strategic business objectives," concluded Dean.

Among the special speakers that shared the stage with the organization's top executives were David Bahlman; Vice President, Tourism and Hospitality Division for ADARA, Paul Winkle; Senior Vice President, Global Marketing for Miles Partnership and Dianne Turner; Senior Manager, Partner Engagement for the Southeast for Brand USA.

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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. For more information, please visit [www.discoverpuertorico.com](http://www.discoverpuertorico.com)