

Tourism Message Strong After Earthquake

Puerto Rico Open for Tourism Business as Earthquake Recovery Continues

Travel Trade Trainings

33 travel trade educated on the South West Coast of Puerto Rico







Full day on South West Coast added with Exploria – WorldStrides (Tour Salinas de Cabo Rojo, Ponce Walking Tour, Mofongo cooking lesson)



PR: Coverage



El Espectador
Newspaper released an
online gallery entitled
"The charms of Puerto
Rico", with more than
ten photos of the most
spectacular places to
visit.

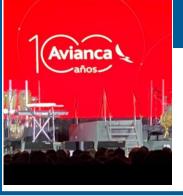
Colombia

DPR held a productive meeting with Natalia Bohorquez, Aviana Tourism Global Manager, and her team.
An excellent opportunity to explore all the possibilities for the promotion of Puerto Rico.

Breakfast with Avianca



DPR Colombia attended Avianca's 100 year celebration



Avianca invited DPR Colombia to celebrate its first 100 years of operations. A great moment to talk about Puerto Rico and network with the leading travel agencies and wholesalers of the country.



Trade: Meeting Coordination ITB

Reached out to our entire contact list to coordinate high quality meetings for DPR at ITB in Berlin in March.



PR: Result International Group Press Trip

Christine DeSilva, who participated in the Internationale Group Press Trip to Puerto Rico in October 2019, published her article on January 18, 2020. The story was featured in the regional daily newspaper "Passauer Neue Presse" and its 16 local editions (circ. 155,874) as well as online on pnp.de (9,835,446 visits).

Trade: Condor with new owner PGL

Germany

The Polish Aviation Group (PGL), owner of the Polish airline LOT, has signed a contract to take over Condor, securing their future in the long term.





Resilience in Tourism: a success story of Puerto Rico

Brad Dean, was invited as a keynote speaker at FiturTechY at FITUR. Brad explained the marketing strategy and successful campaigns conducted in the past 2 years to reach our pre-Hurricane Maria numbers.

Spain

Exclusive interview with Excelencias Media Group during FITUR



Brad Dean met the president of Excelencias Media Group who interviewed him on DPR's destination's performance and how the island is tourism ready.

Discover Puerto Rico at FITUR 2020



to travel in 2020

Overview

entertainment district

The Cool List: celebrating the reasons

Fourism on this intriguing Caribbean island is rebounding from recer disasters, thanks to hotel openings, improved routes and a whole new

Maria and Irma blasted the island, leaving the US territory of 3.2 million people devastated

Then, in December and January, earthquakes rocked the island's southwest. Despite this Puerto Rico is very much open for business. This year will see the launch of El Di acre entertainment district in San Juan, while further fillips include Marriott Aloft the capital and the city of Ponce, and a Four Seasons and golf course



In total, 11 media and 23 trade appointments were conducted at FITUR 2020, as well as 2 media interviews. Appointments were a combination of airlines, tour operators, OTA's and travel agencies who were interested in developing

new product and itineraries in Puerto Rico. UK

PR: The Times Coverage





THE TIMES

The 50 best holidays in America for 2020

33. Party in Puerto Rico

Join the big party to celebrate Puerto Rico's 500th birthday, with celebrations being held across the US territory throughout the year. The anniversary coincides with a series of new openings in San Juan, the lively capital, including a new Aloft hotel this spring, plus El Distrito, a multimillion-dollar dining, arts a new Aiort notes this spring, purs EIDSHITO, a multiminion-doinar dining, arts and culture his on the waterform. In December you'll be hearing plenty of talk about Puerto Rican Sharks, too; don't be alarmed — there's a Steven Spielberg reboot of West Side Story, the Leonard Bernstein musical that pitted the Sharks against their rival teenage street gang the Jets in urban New York in the 1950s. Details Doubles at Aloft San Juan from £178 (expedia.com). Fly to San Juan with American Airlines



PR: National Geographic Coverage



TOP 5 THINGS TO DO...

New Product Added

Following the Megafam in December. Barrhead Travel has launched Puerto Rico as a destination on their website