



## **Discover Puerto Rico Showcases the Beauty and Favorite Spots in Puerto Rico to Specialty Groups**

**San Juan, Puerto Rico, February 13, 2020-** As part of the efforts to show the world that Puerto Rico is open for tourism, Discover Puerto Rico will triple the number of familiarization trips (*FAM trips*), inviting more than 100 journalists and influencers to the Island. These trips will be divided by groups and niches, with mainland and international journalists, visiting a wide array of venues across the entire island.

"We conduct FAM trips year-round, but given recent events, we are doubling down on earned media, and significantly increasing the number of FAMs we will host in the upcoming months. There are 16 FAMs planned to take place between now and the end of June. Through these FAMs, journalists and influencers get to see that Puerto Rico is open for tourism, while they experience firsthand everything that the island has to offer. In turn, they'll share their experience with their audiences and encourage travel to the island." said Brad Dean, chief executive officer of Discover Puerto Rico.

To execute these FAMs, Discover Puerto Rico will partner with the private industry, including hotels, restaurants, tour operators, etc. Attendees in exchange highlight their properties, products or services as well as the destination. Each FAM generates an average earned media value of \$125,000 - \$150,000. In 2019, Discover Puerto Rico executed 32 FAMs, generating more than 4 million impressions, with an earned media value of over \$3.5 million.

FAM itineraries include visits to Old San Juan, Hacienda Santa Ana in Bayamón, Castillo Serrallés in Ponce, Bioluminescent Bay at La Parguera, Pink Salt Flats in Cabo Rojo, Destilería Coquí in Mayagüez, Sunflower Farm in Guánica, Museo de Arte de Puerto Rico, El Yunque in Rio Grande and Cueva Ventana in Arecibo, among many other locations. In addition, attendees will have amazing gastronomic experiences by dining at authentic Puerto Rican restaurants around the island.

One of the FAMs will be focused on the golf niche and will attend the Puerto Rico Open which will be taking place at newly renovated Hyatt Regency Grand Reserve in Rio Grande. Journalists attending are focused in this niche and will get to play on several golf courses around the island, including St. Regis Bahia Beach, TPC at Dorado Beach and Palmas del Mar, among others.

"In order to entice different groups with Puerto Rico's beauty and its wide array of offerings, we identify each of the groups' interests and needs and cater to this. Therefore, each group has a different itinerary, giving us the opportunity to showcase the Island's beauty and ample opportunity for entertainment," Dean said.

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### **About Discover Puerto Rico**

Discover Puerto Rico is an 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 brings 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 collaboratively with key local governmental and non-governmental players throughout Puerto Rico's visitor economy and community at large, to empower economic growth. You can visit us at [DiscoverPuertoRico.com](http://DiscoverPuertoRico.com).

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