



DISCOVER PUERTO RICO'S TRADE SHOW PRESENCE

San Juan, Puerto Rico, January 23, 2020 – Discover Puerto Rico made a strategic and financially responsible decision last year to shift Puerto Rico's leisure marketing approach and reduce the high production expenses formerly spent at leisure shows, specifically international shows, given roughly 6% of Puerto Rico's visitation comes from outside the U.S. Mainland. We conducted an analysis of expenditures across the marketing budget and high production appearances had very limited return on investment. Internationally, we're investing gradually, to impact overseas visitation as existing air routes and capacity continue to grow.

As we planned how best to maximize our limited marketing budget for the year ahead, we re-allocated booth production dollars to more directly reach prospective travelers via online channels and activations with much stronger returns, such as digital advertising and social content, channels where travelers are making immediate, short-term decisions that impact travel to the island more efficiently, and more quickly.

While our physical presence at these trade shows has been scaled back to reduce expenses in areas that don't directly drive immediate visitation, we still have a presence given the importance of industry relationship-building and media engagements in each market. For example:

- At FITUR in Spain, our team is scheduled to meet with roughly 30 industry representatives to build partnerships and collaborations, and will participate in media interviews to share the latest information about Puerto Rico with media that reach our prospective travelers.
 - Today, Iberia President, Luis Gallego and Carla Campos, Executive Director of PRTC, announced that the airline will increase its offer with Puerto Rico by 55% in 2020, which is excellent news for the destination, which we will continue to amplify across media in Spain and the rest of the region. News is already spreading.
- At the New York Times Travel Show this weekend, we will have a presence at the LGBTQ pavilion only, to further solidify our positioning as the LGBTQ Capital of the Caribbean. We also have secured, free-of-charge, one of only 11 press conference slots assigned by The New York Times, where we will provide the latest destination updates with media, including Fodor's, Readers Digest, Conde Nast, AFAR, Thrillist, among others, who will be in attendance. This, is in addition to a media tour just completed in New York City where Discover Puerto Rico leaders met with top tier publications such as the Washington Post, Skift, Travel & Leisure, The Points Guy and Lonely Planet, among others.

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Acerca de Discover Puerto Rico

Discover Puerto Rico es una empresa privada, sin fines de lucro, recientemente establecida, cuya misión es hacer que Puerto Rico sea visible para el mundo como un destino de viajes de primer nivel. El DMO traerá prosperidad a la gente de Puerto Rico, colocando de manera colaborativa la diversidad y la singularidad de la isla para el turismo de ocio, negocios y eventos. Es responsable de todo el mercadeo global, ventas y promoción del destino y debe trabajar en colaboración con los principales entes locales gubernamentales y no gubernamentales a través de la economía del visitante y la comunidad de Puerto Rico en general, mientras fomenta el crecimiento económico. Puede visitarnos en: [DiscoverPuertoRico.com](https://www.discoverpuertorico.com)

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