



Discover Puerto Rico Continues its Focus on Conscientious Travelers

San Juan, Puerto Rico, September 24, 2021- As Puerto Rico continues its path to recovery amid uncertainty and challenges, Discover Puerto Rico, the Island's Destination Marketing Organization (DMO), has continuously delivered extraordinary results. During their September Industry Update, the DMO discussed recent achievements, how the Island is positioned against other destinations, and the importance of focusing on conscientious travelers.

The DMO invited to the Industry Update Sara Macfarlane, Director of Strategy at R&R Partners, the DMO's creative agency of record. Macfarlane discussed how Discover Puerto Rico has adapted to evolving trends in travel and tourism by targeting a lucrative audience of travelers that align with the strength and needs of the Island. As a result of the global pandemic, consumers have emerged seeking more meaningful travel – connection with companions, and cultural encounters that broaden their horizons and create unique, unforgettable experience. These are high-end consumers who have saved money during the pandemic and align to the Island's offerings - unique beauty and cultural spirit.

"As a way to "build back better," the DMO is promoting responsible tourism, dispersion and diversity of product that contributes to local quality of life. Redefining Discover Puerto Rico's success means attracting travelers who are redefining their own traveling success," explained Sara Macfarlane, Director of Strategy of R&R Partners.

She continued saying that, "To contextualize the conscientious traveler, there are layers of values and behaviors that are taken into consideration. These travelers are divided into four dimensions –eco-friendly, nature-lover, learning traveler, and bonding traveler. The conscientious traveler is a perfect fit for Puerto-Rico, looking for unique experiences, and a meaningful connection with the world around them."

Discover Puerto Rico's data partners show that this year there has been more than \$880 million in lodging revenues, a 30% increase over the previous high in 2019. The Revenue Per Available Room (RevPAR) for August was \$178 being 56% above the Caribbean average. The RevPAR for Puerto Rico in July was \$224, 67% higher than the Caribbean average. This was the second month that RevPAR had exceeded \$200, a mark that had never been met before June 2021.

Recently, the U.S. Travel Association and Tourism Economics released their August Travel Data Report and updated the Travel Recovery Insights Dashboard. The data shared shows that 19 states and territories having fully recovered or surpassing 2019 levels. But the report notes that Puerto Rico outperformed all states and is now 34% above 2019 levels.

"Through our core promotional and sales activities, developed using the same consistent brand positioning and detailed research, we're yielding great results via recent promotions which inspire travelers and expand our reach to new audiences. In fact, we continue to deliver results far better than

Contact: Davelyn Tardi, Communications Manager
787-247-0339 | communications@discoverpuertorico.com



our competitors and many peer organizations in the U.S. mainland despite the current set of challenges we face,” said Brad Dean, CEO of Discover Puerto Rico.

The sales team continues the blistering pace of dozens of events and activations while building the future sales pipeline to record levels, and at the same time scoring four major milestones: hosting a premier event by PCMA, landing Connect Marketplace which will be the largest meeting and convention planner familiarization tour in the history of the Island and being named a finalist for two huge events that could elevate Puerto Rico’s status on both the national and global stage.

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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 brings prosperity to the people of Puerto Rico by collaboratively promoting the Island's diversity and uniqueness for leisure and business travel, 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 the community at large, to empower economic growth. To discover all the beauty the Island has to offer, visit [DiscoverPuertoRico.com](https://www.discoverpuertorico.com).