



Year-End Hotel Reservations 41% Higher Than 2019 Following Dick Clark's New Year's Rockin' Eve Announcement

San Juan, Puerto Rico, November 16, 2021- Hotel room reservations for the week that covers the end of 2021 are 41% higher than those registered for that same time in 2019, according to data from TravelClick. This increase coincides with when Puerto Rico will host Dick Clark's New Year's Rockin' Eve, an event that will expose the Island to over 18 million viewers in the US and abroad.

This increase marks a particular tendency because, with the Covid-19 pandemic, travelers plan their visits with less anticipation. Contrary to previous years, many are still coordinating their trips for the remainder of the year and the first months of 2022. Specifically, Adara, a company that tracks tourist behavior, estimates that, on average, visitors exposed to Discover Puerto Rico's marketing efforts are planning their trips 36 days in advance instead of the 51 they previously exhibited.

"But, in the most recent data, as of the end of October, we saw a significant jump in bookings. Both for Q4 as well as into 2022. So, what happened? Well, a few things. First is that the transmission of the Delta variant subsided. Also, vaccine boosters started to become available. With that, there was a significant improvement in consumer sentiment around travel. And finally, Governor Pierluisi and the Convention District announced the partnership to bring Dick Clark's New Year's Rockin' Eve to Puerto Rico. With that, bookings for the week of New Year's are 41% higher than at the same period two years ago," said, Alisha Valentine, Director of Research and Analysis at Discover Puerto Rico. Her expressions emerged during a videoconference in which she and other executives of the Destination Marketing Organization (DMO) of Puerto Rico updated the information and efforts associated with the development of the tourism industry.

The announcement that Puerto Rico would be one of the venues for Dick Clark's New Year's Rockin' Eve, an event broadcast on the ABC television network, has generated positive publicity for the destination valued at more than \$-10 million.

"I'm optimistic because our value proposition exceeds that of our competitors. I'm optimistic because the airlines I speak to are bullish on our future. I'm optimistic because soon, we expect to receive approval from AAFAF to begin investing the federal funds the Governor has identified for off-Island promotion. I'm optimistic because of our talented team at Discover Puerto Rico, who, daily, continue to apply their passion, their creativity, and their determination to further the mission of your DMO. And, finally, I'm optimistic because of the resiliency, the strength, and the "Yo No Me Quito" spirit of the people of our Island," said Brad Dean, Chief Executive Officer of Discover Puerto Rico.

On the other hand, Valentine reported that preliminary data for October show that the Island exceeded \$ 1,014 million in visitor accommodation revenue, a figure never seen by the industry in Puerto Rico. That shows the rapid recovery experienced locally after the ravages caused by the pandemic.

"And while we don't yet have final figures for October, the early estimates put hotel revenue at over \$50 million for the month. So even before the rental revenue is accounted for, that pushes us past the \$1 billion mark for the first time— with two strong months ahead of us," Valentine said.



Puerto Rico was already having a record year in lodging income, exceeding during the first ten months of 2021 lodging revenues of all the previous full years for which comparable statistics are available.

Since March, Puerto Rico has been projected as one of the leading destinations in the United States in terms of the tourism industry's recovery. The traveler spending between January and September 2021 has been 2.8% higher than 2019. In contrast, the United States registered traveler expenses in this same period are 21% lower than in 2019.

September was particularly beneficial for Puerto Rico. The traveler expenses were 19% higher than those registered in 2019.

Dean stressed that the high vaccination levels in Puerto Rico represent a tremendous competitive advantage for the Island as this provides confidence and security to visitors. He also affirmed that efforts are being made so that the risk indicators of the Centers for Disease Control and Prevention (CDC, for its acronym in English) show the reality of Puerto Rico in the fight against the pandemic, with about 81% of its population fully vaccinated.

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