



DISCOVER

Puerto Rico

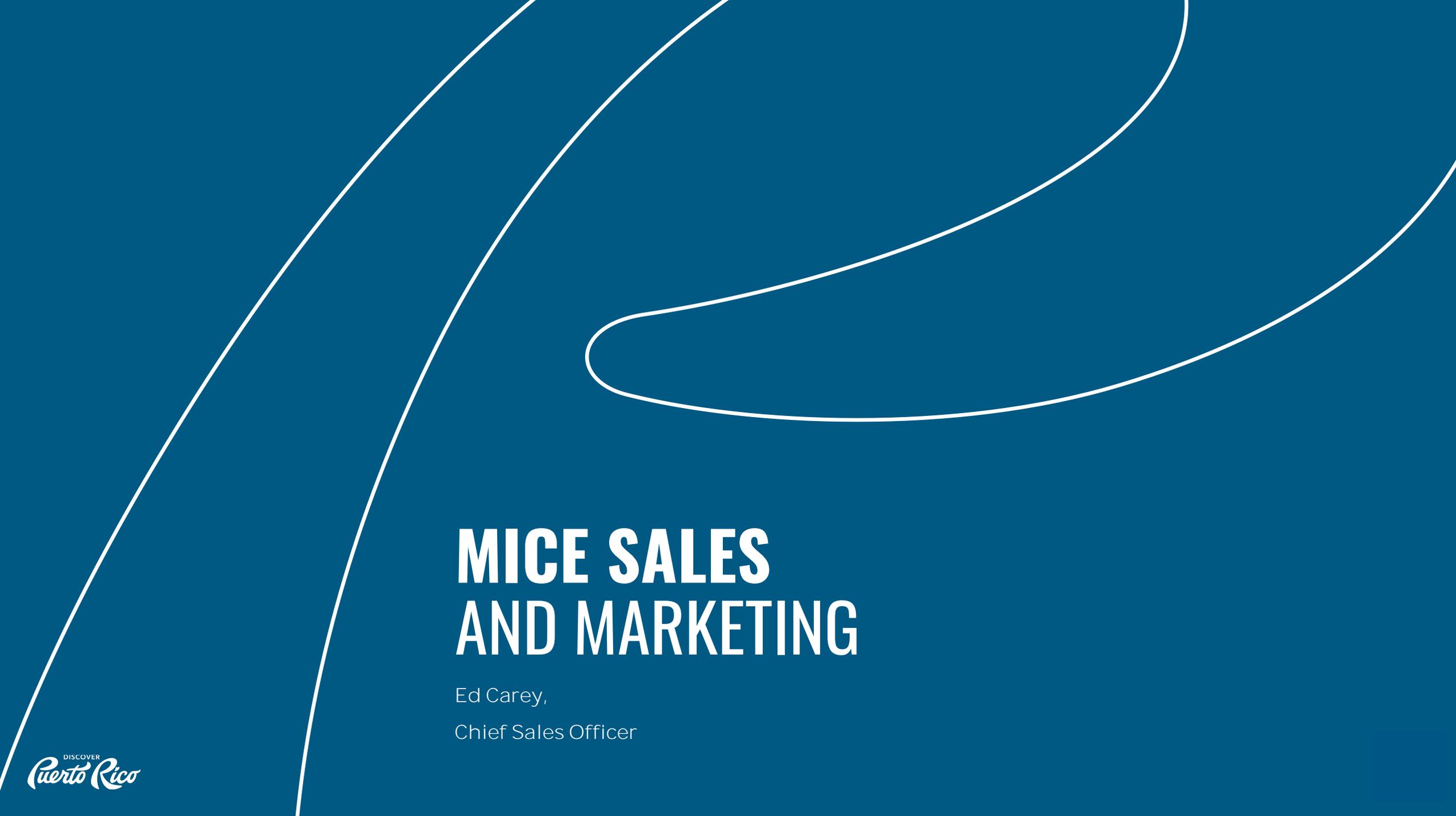
PRHTA ANNUAL EVENT

December 1-2, 2021

INTRO & WELCOME

Ed Carey

Chief Sales Officer

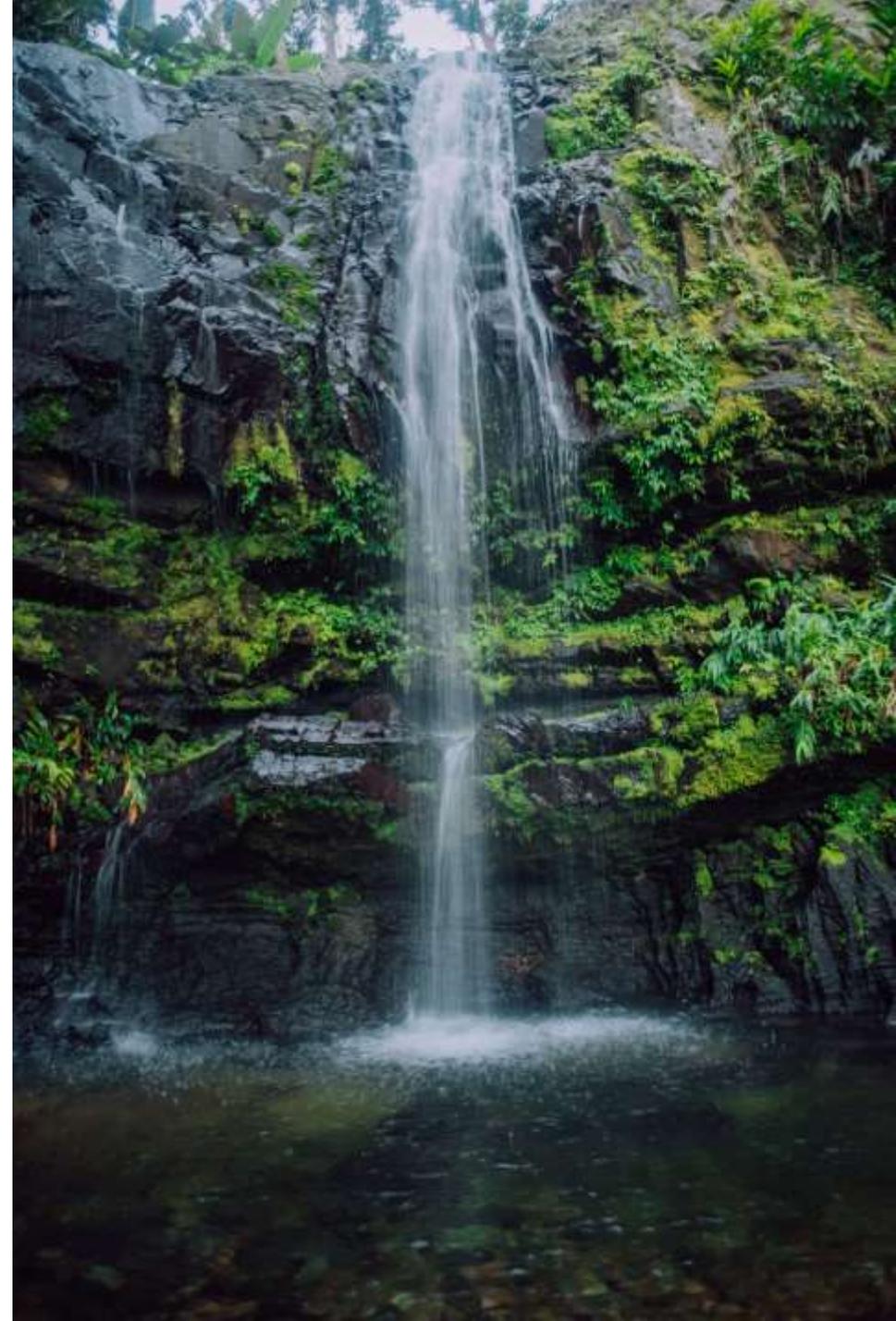


MICE SALES AND MARKETING

Ed Carey,
Chief Sales Officer

OVERVIEW

- MICE Marketing
- Online Tools and RFPs
- Road Show and Tradeshow engagement
- Site inspections, FAM trips



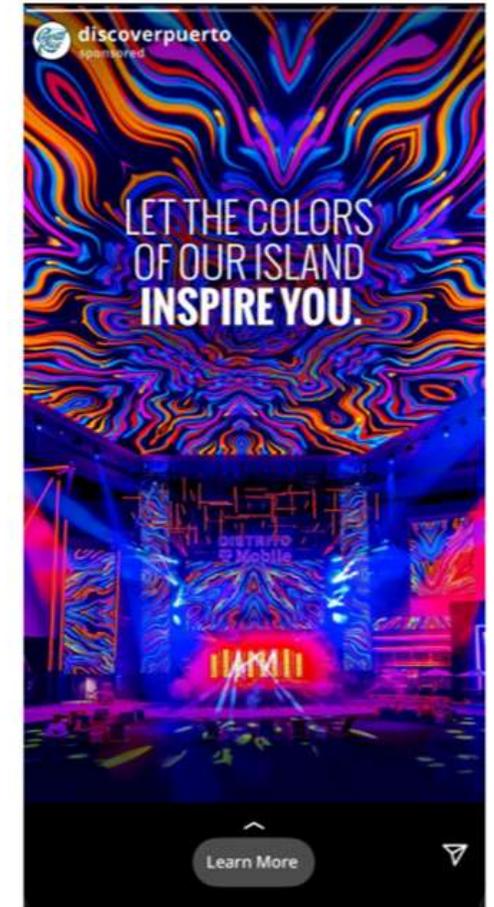
MEETING & CONVENTION MARKETING

- Brand consistency for MICE Segment
- Targeted MICE research and media placement
- Strategic partnership management
- Marketing activations at tradeshow
- Sales tools and messaging
- Social Media



MEET IN FULL COLOR

- Stand alone meetings campaign
- Digital & Social Media
- Event Template for Roadshows & Events



TRADESHOWS & EVENTS

- Maximizing marketing & sponsorship opportunities at shows

DISCOVER
Puerto Rico



STRATEGIC PARTNERSHIPS



2021 SALES DEPLOYMENT



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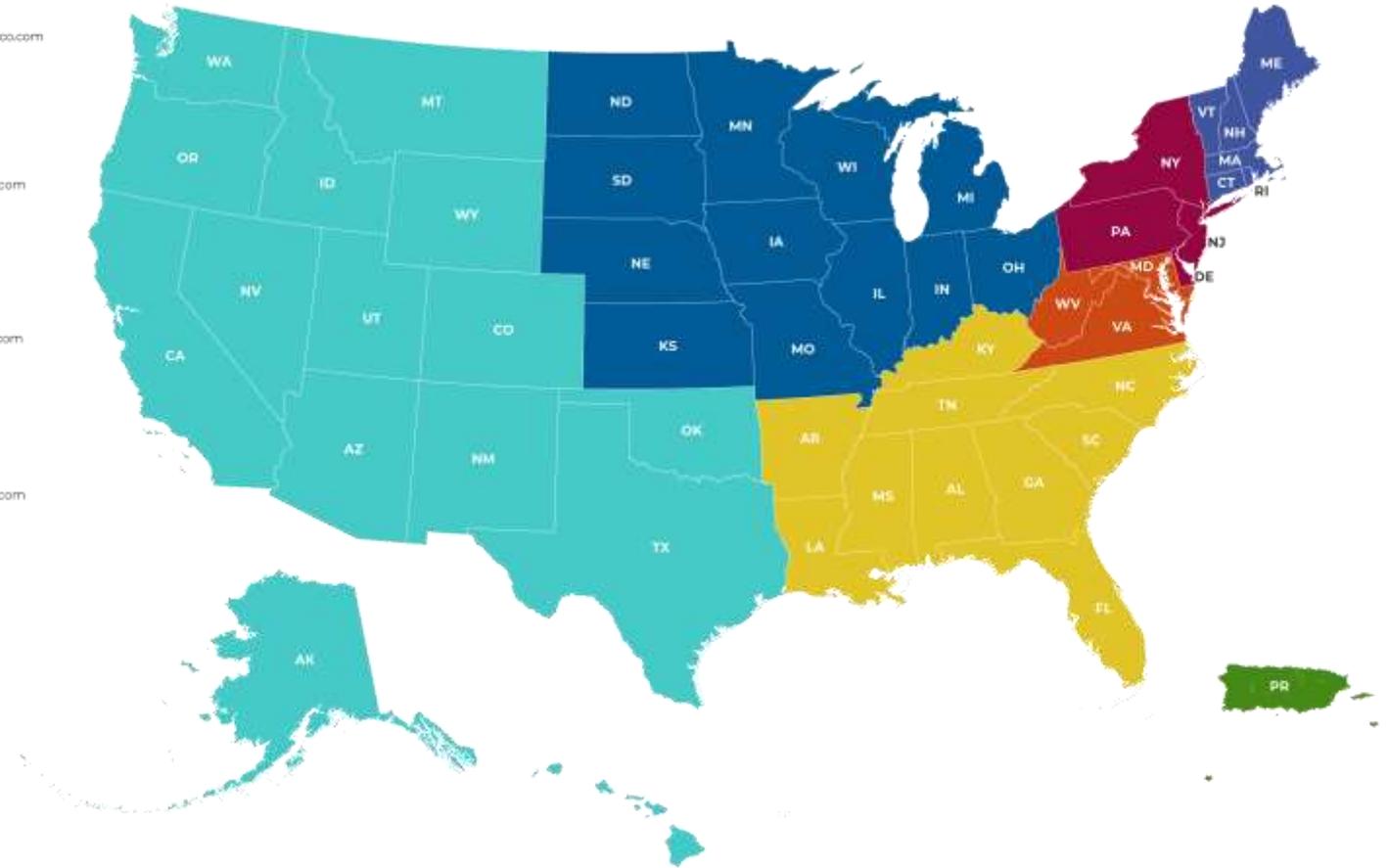
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JOHANNA GONZALEZ
SAN JUAN BASED
 Leisure Sales Manager
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 Mobile (787)466-1653



INDUSTRY PORTAL

- Industry Portal

- <https://www.discoverpuertorico.com/industry>
 - Group Sales Booking Calendar
 - Research
 - Presentations, images, etc.

- Simpleview CRM Extranet

- <https://puertorico.extranet.simpleviewcrm.com/login/#/login>
 - Group RFP's



INDUSTRY PORTAL



Industry Resources | Discover Puerto Rico

discoverpuertorico.com/industry/industry-resources#lgid~...~etad~1~

DMO Documents Industry Resources Media Events About Us Login

Research
Marketing
Media Vault
Sales
Co-Op & Partnership Opportunities
Partner Tools
Other

Indus

The DMO does...
to our island's...
valuable audie...

This section of documents includes...
image assets, and more. You can jump to specific types of resources below, or keep scrolling to filter the list of resources by document type using controls below. To find image assets, go to the [Media Vault](#) page, which will direct you to the DMO's digital asset library.

POWERED BY DMO-OR FUNDS

Resources by Type

https://www.discoverpuertorico.com/industry/industry-resources

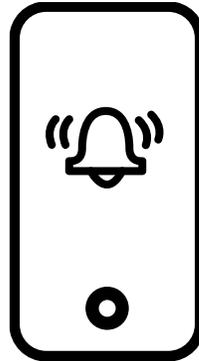
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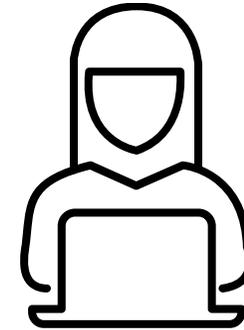
GROUP RFP PROCESS



RFP is secured and
Lead created



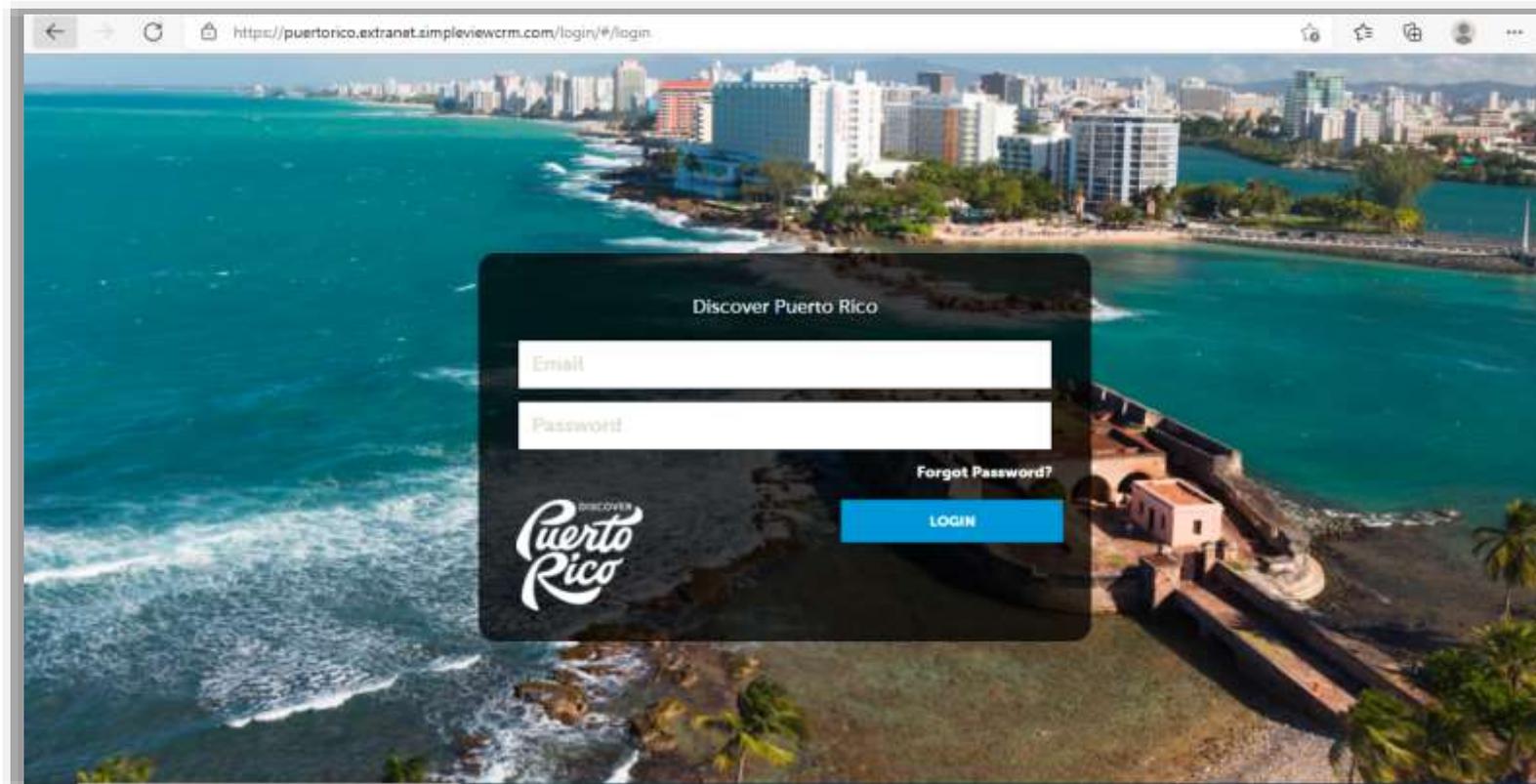
Lead “catcher” is
notified



Proposal
submitted via
Simpleview CRM

DISCOVER PUERTO RICO EXTRANET

- A dedicated, password-protected site where you can update your listings, add images, view news and information provided by Discover Puerto Rico



OPPORTUNITIES: RFPS

- When viewing the lead, you can skip to different sections by clicking the left navigation. For notes and attachments on the lead these can generally be found in one of two areas, Lead Information and/or Notes section. In the above graphic, this is the lead section; attachments will be found in the Meeting Specs field. For the Notes section, see next slide.

RETURN

Sections:

- Lead Information
- Meeting Dates
- Additional Lead Information
- Room Summary
- History/Futures
- Notes
- Responses
- Signage
- General
- Room Data

Meeting Requirements: crm@simpleviewinc.com
123.123.1234
See attached RFP for more details.

Schedule of Events

Action Requested

Comments

Competitive Sites

Meeting Specs: 2016-Annual-Convention-RFP.docx

Lost Business Code

Lost Comments

LEISURE SALES

Francisco Blanch,
Director of Leisure Sales

TRANSIENT - LEISURE BOOKING OPTIONS



TRAVEL
AGENCY

HOTEL



OTA

LOYALTY
PROGRAMS



WHY A TRAVEL
AGENT BOOKS
A HOTEL?

BRAND LOYALTY

SERVICE

COMMISSION

REWARDS

BRAND KNOWLEDGE

spg pro

STARS
THE RITZ-CARLTON

unlimited
REWARDS

Disney Travel Agents
IHG Travel Consultant Connection

Travel Agent Advantage
BW Best Western.
Hotels & Resorts



**WHY CONSUMERS
BOOK WITH
TRAVEL AGENCIES?**



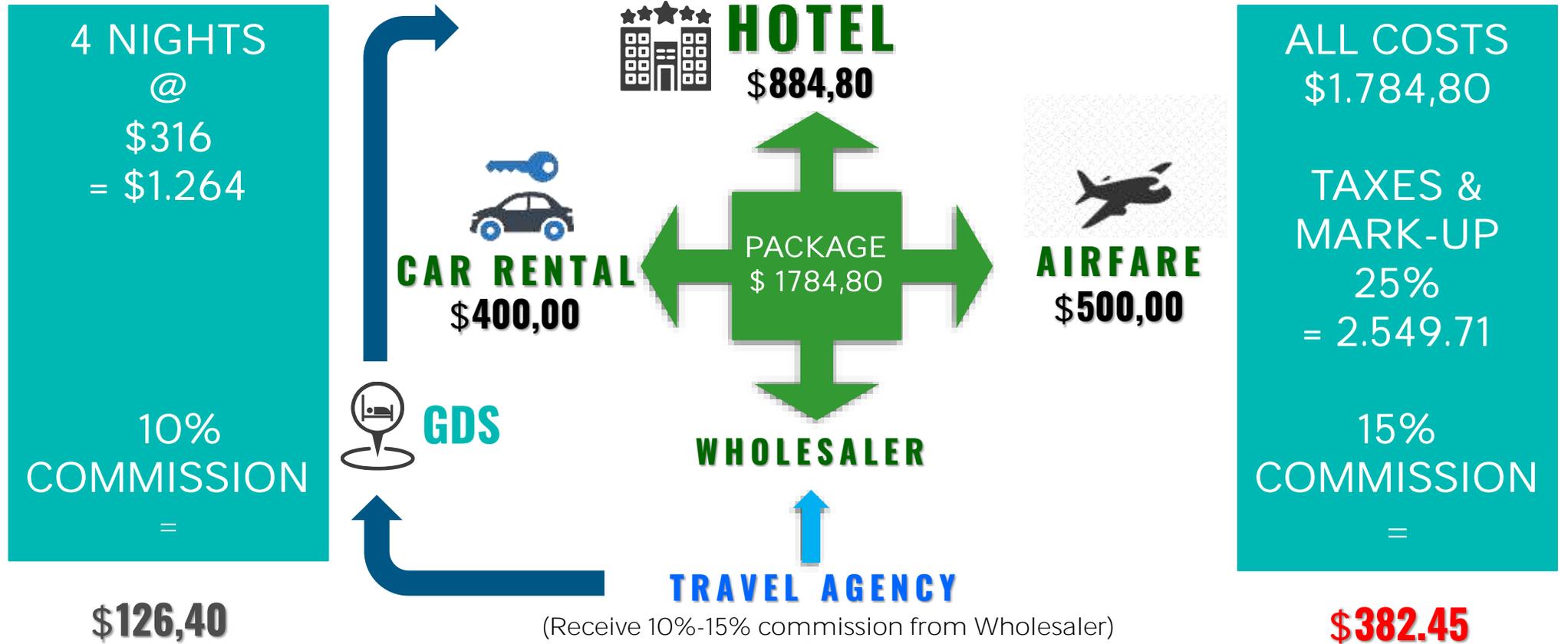
- CONVENIENCE**
- PACKAGE**
- CORPORATE**
- LEISURE**
- ADVISE**



How do Travel Agents book Hotels

- GDS
- CALL CENTER (VOICE)
- WHOLESALER
- OTA AFFILIATE NETWORK
- XML

¿WHY DO AGENCIES BOOK THROUGH WHOLESALERS?



LEISURE DISTRIBUTION

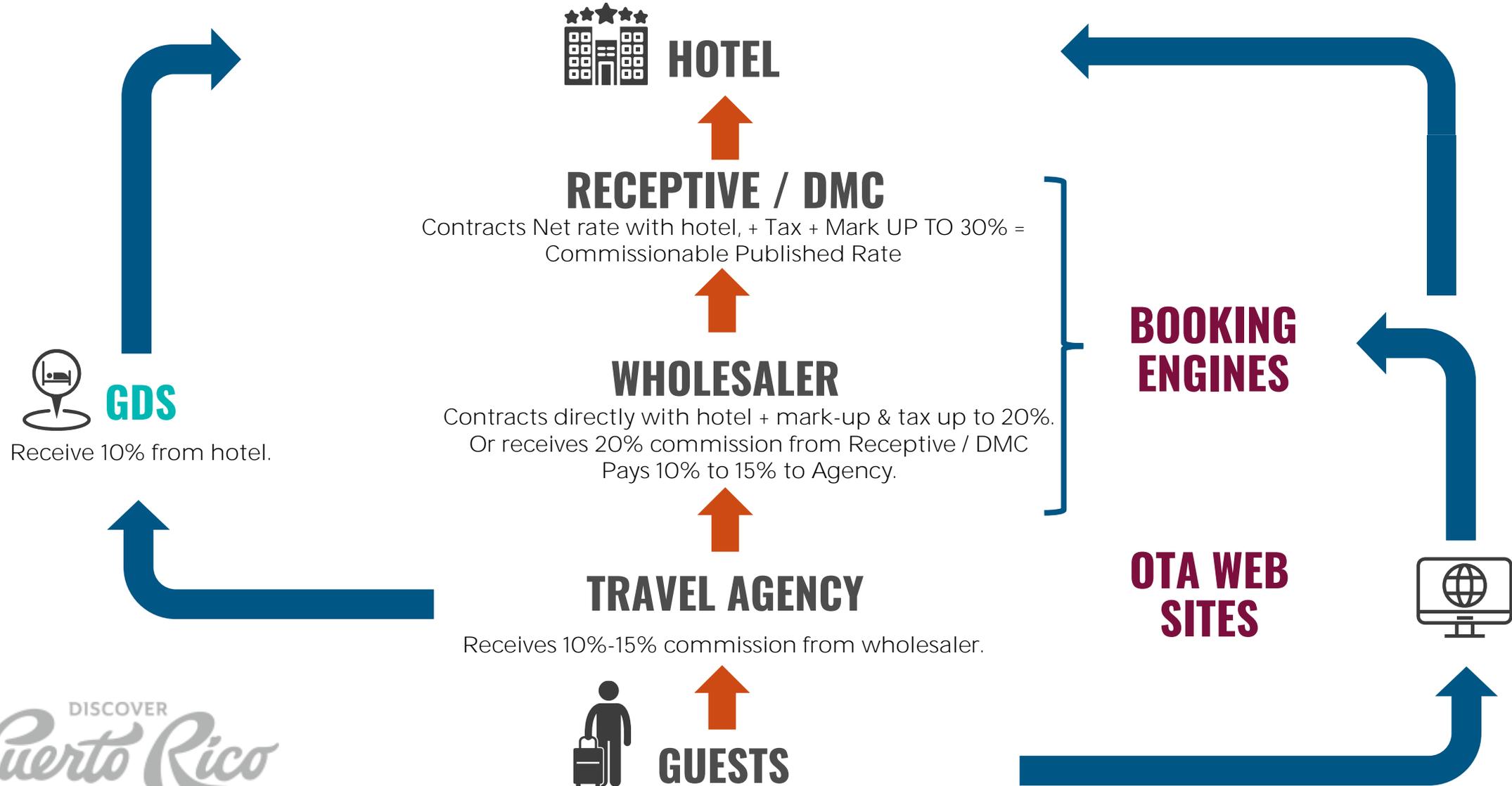
WHERE DOES SALES COME INTO PLAY?

TRAVEL AGENT CHANNELS		ONLINE TRAVEL AGENCIES	WHOLESALE CHANNELS
GDS		Expedia	Receptives
Sabre	Amadeus	Priceline	Domestic Wholesalers
Apollo	Galileo	Booking	International Wholesalers
GDS Suppliers		Despegar	Tour Operators
Synxis		BestDay	Bed Banks
Travelclick	Siteminder	Price Travel	XML Booking Engines

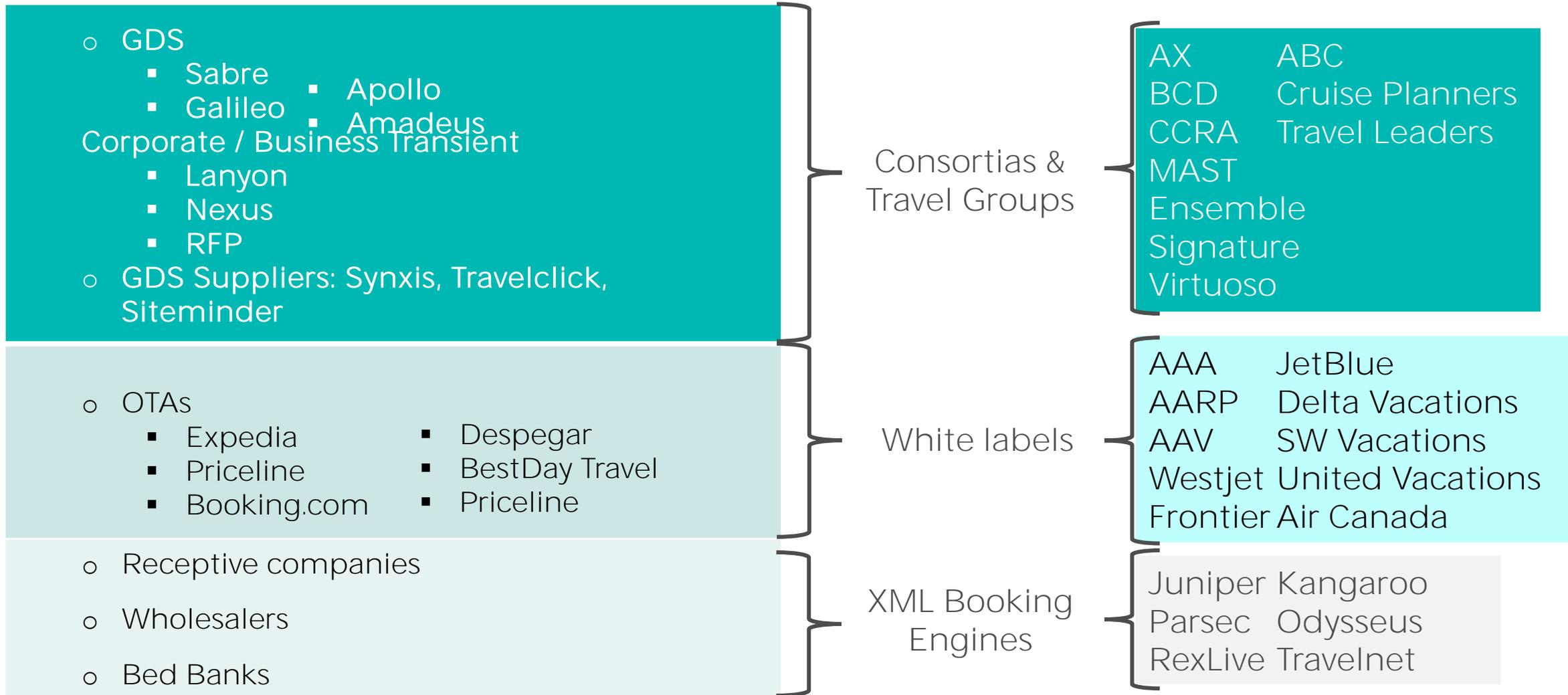
EFFECTING LEISURE CHANNELS

TRAVEL AGENT CHANNELS		LOCAL CORPORATE	BUSINESS TRANSIENT	LEISURE TRAVEL
GDS		PROJECTS	RFP	AMEX FHR
Sabre	Amadeus	FRONT DESK DISCOVERY	LANYON	AMEX HOTEL COLLECTION
Apollo	Galileo	SOLICITATION	HOTEL CHAIN SYSTEMS	VIRTUOSO
GDS Suppliers		LOCAL INDUSTRY	SOLICITATION	SIGNATURE
Synxis		LOCAL GOVERNMENT	TRADE SHOWS	ENSEMBLE
Travelclick	Siteminder	OTHER	CONSORTIA AFFILIATIONS	TRAVEL GROUPS
We use TravelClick to track GDS activity		We don't solicit locally	We solicit, attend B.T. trade shows and are affiliated to Corporate consortias	We seek and secure co-op partnerships with all luxury consortias and travel groups

HOW DO RATES PLAY IN THE DISTRIBUTION



DISTRIBUTION INTERACTION DETAILS



CO-OP ACTIONS

CO-OP SAMPLE

- Engagement with retail base (Travel Agency membership)
- Generates awareness & demand
- Establishes specific actions
- Defines performance metrics
- Drives business to stakeholders
- Promotes leads
- Allows us to educate their base
- Establishes ROI that is measurable



Discover Puerto Rico
2020 Preferred Destination Campaign
Marketing Agreement

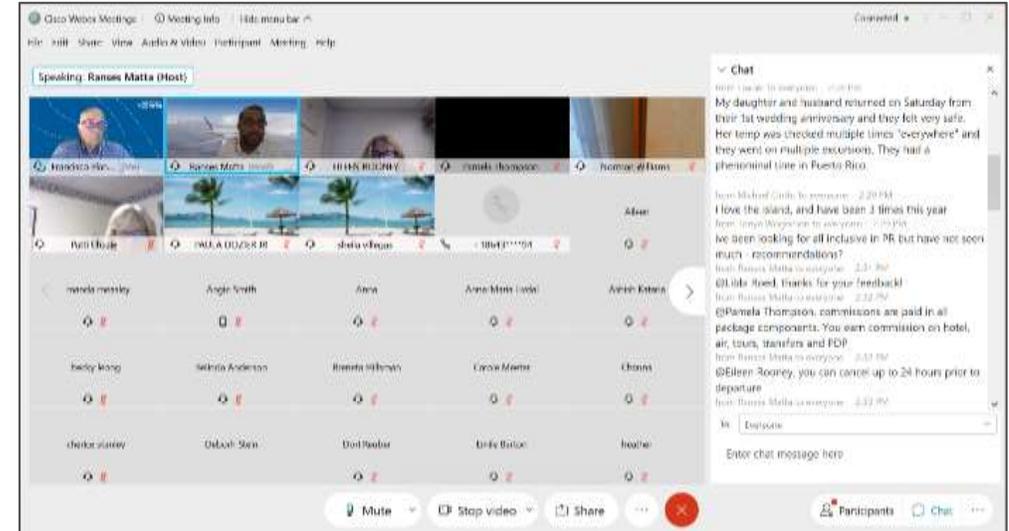
This agreement for marketing and preferred supplier status is between Travel Leaders Network, LLC ("TLN"), and Discover Puerto Rico ("Partner") for the performance of the services described in the proposal below:

Agreement Overview:

Term of Campaign		March 1-June 30, 2020
Objectives of relationship	Goals	<ul style="list-style-type: none"> Increase agent and consumer awareness for Puerto Rico Drive leads to qualified agents Increase visitors and bookings to Puerto Rico
	Target Audience	<p>Trade</p> <ul style="list-style-type: none"> Travel Leaders Network (TLN) is made up of 7,000 travel agency locations in the US and Canada <ul style="list-style-type: none"> 44,000+ full-time professional travel agents in the TLN Network Reach of 33% of the travel agency channel <p>Consumer</p> <ul style="list-style-type: none"> 9M+ existing customers of agencies in the TLN network New customer acquisition
	Geo Markets	Nationwide
	Milestone Dates	TBD
Key Campaign Elements		<ul style="list-style-type: none"> B2B: Agent engagement and training <ul style="list-style-type: none"> Series of quarterly webinar, email and agent intranet exposure Agent Intranet exposure Preferred Destination designation throughout network B2B: Agent Engagement and Networking <ul style="list-style-type: none"> EDGE 2020, Universal Orlando, June 6-9, 2020
Measurement / Reporting		<p>Key performance metrics</p> <ul style="list-style-type: none"> Key performance metrics will be reviewed and analyzed including: bookings, passengers and revenue for YOY <p>2018 Year End Benchmark Data:</p> <ul style="list-style-type: none"> Bookings: 2,000 Passengers: 5700 Sales: \$8.3M GDS Room Nights: 13,594 GDS Sales: \$3.3M Self-designated destination specialists listed on Agent Profiler: 1,102 <p>A full recap will be provided following the completion of the campaign</p>
Approvals		TLN will provide written confirmation of all tactic dates and proofs. Destination partner will be required to respond in writing via email with approvals for all tactics prior to run date.
Invoices / Payment		<ul style="list-style-type: none"> Campaign will be invoiced as follows: \$45,250 upon signature; \$4,000 in May 2020, \$7,000 following EDGE in June 2020 Proof of performance and campaign results will accompany each invoice. Invoices are due upon receipt. Any invoice over 30 days past due may result in the suspension of future activity. All funds listed in this agreement are in USD.
Total Discover Puerto Rico Investment		\$56,250
Total Travel Leaders Network Investment		\$29,000
Total Campaign Value		\$85,250

SALES ENGAGEMENT HIGHLIGHTS ONGOING

- Trainings
 - Webinars
 - Call Centers
 - Consortia
 - PRTE
- Virtual & In-Person activities
 - Select trade shows
 - Domestic events
 - International events
- Promotions
 - Rewards based on LOS
 - New Loyalty program
 - Prizes based on threshold production



CO-OP LEISURE SALES ACTIVITY SUMMARY



Webinars

- ASTA
- Travel Leaders
- CCRA
- Hotelbeds
- Travel Pulse
- CCRA Webinar
- Travel Leaders
- Virtuoso
- Hills Balfour Series
- Brands USA Pacific
- ASTA
- CCRA
- Virtuoso
- ALG
- Delta Vacations



Engagement and Customer Acquisition

- TANO Agents NJ
- CHTA
- ANATO
- AAA
- ABC/CCRA
- Cruise Planners
- ASTA Chapters Nationwide
- Weddings
- Virtuoso,
- Signature
- Brand USA events
- IPW

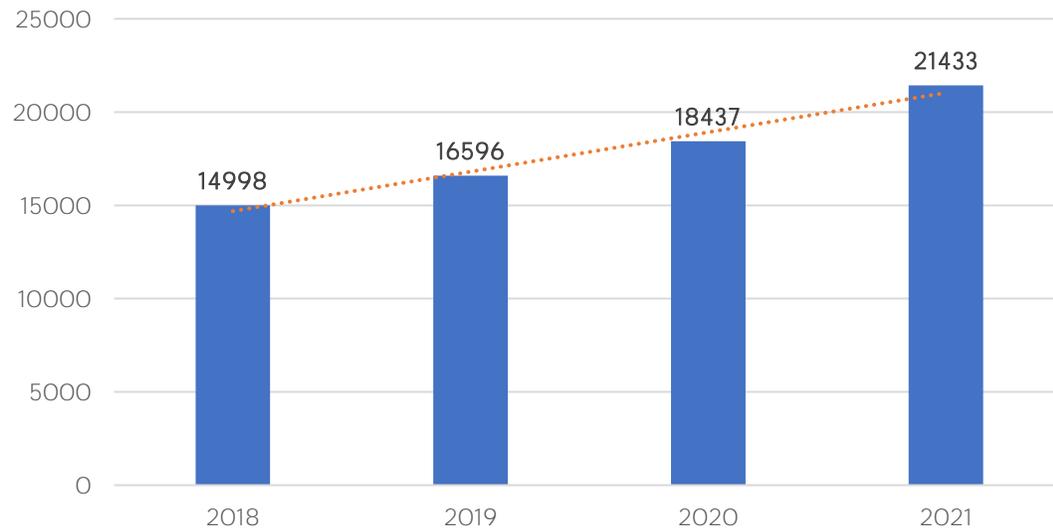


Reactivation

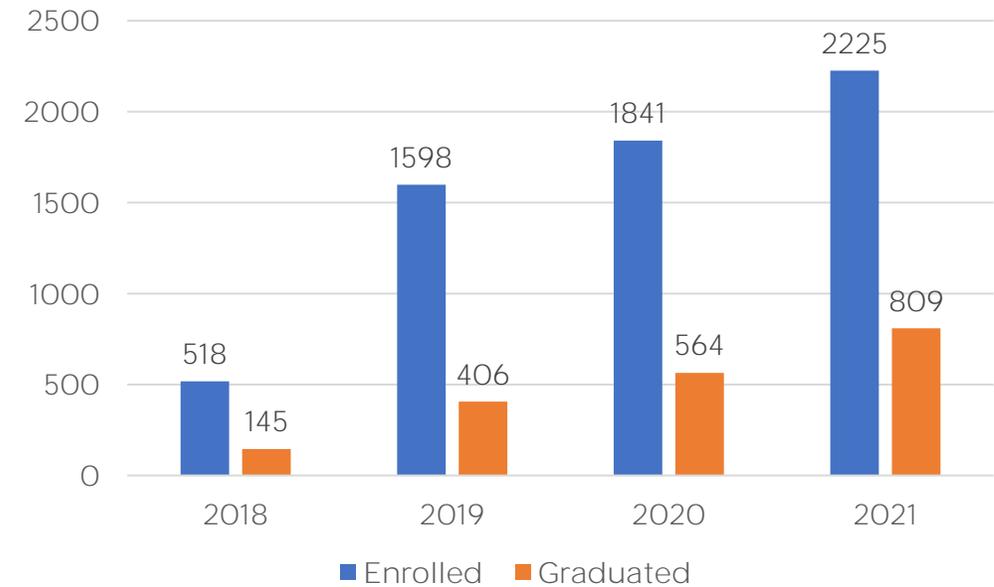
- Puerto Rico Travel Expert Program
- Promoted in Travel Pulse & IATA
- E-blasts to 129,000 agent base
 - ✓ Enrolled 21,433 & Graduated 11,532 agents
 - ✓ \$100 incentive per 4-night bookings
 - ✓ Hotels paying higher commissions
 - ✓ Bonus commissions
 - ✓ Hotels offering Travel Agent rates
 - ✓ Deals page : Up to 3 offers per hotel
 - ✓ Co-ops with key partners driving actions
 - ✓ Ongoing webinars with key accounts

PRTE KEEPS GROWING!

Total Puerto Rico Travel Expert Enrollments
growth



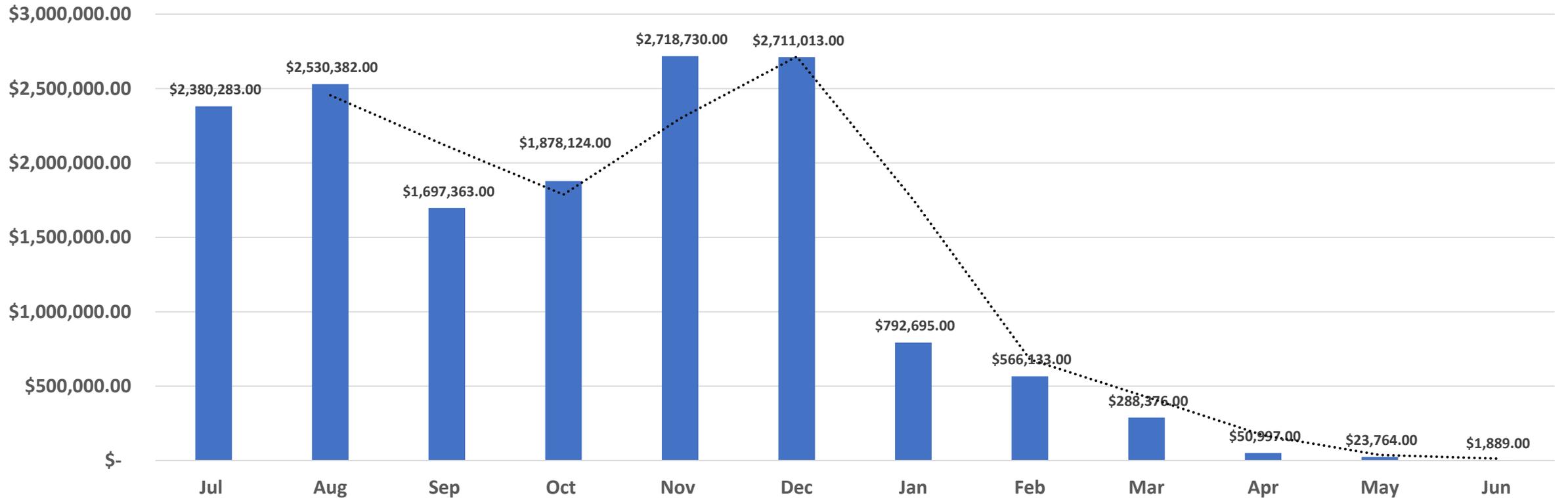
YOY COMPARATIVE



MEASURING RESULTS

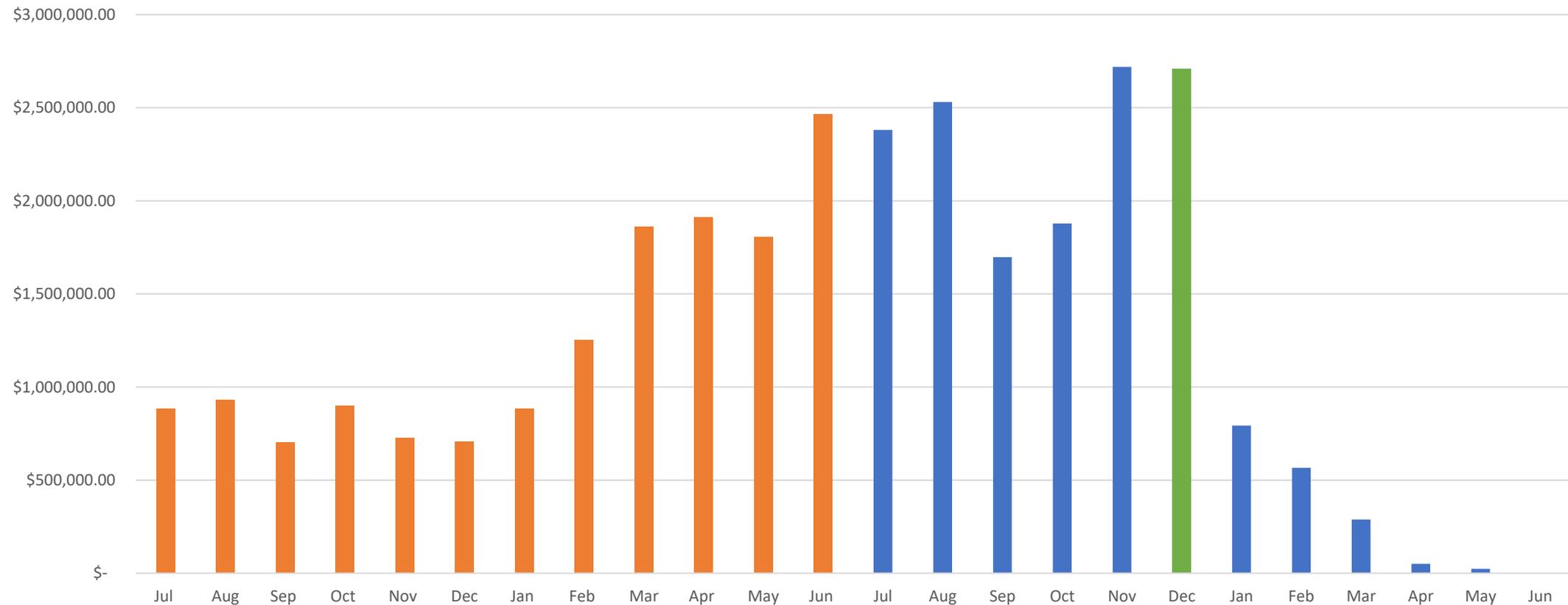
GDS CONSORTIA TRENDS (YTD NOVEMBER 2021)

FISCAL YEAR 21-22 PERFORMANCE TREND BY MONTH



GDS ACTIVITY (YTD NOVEMBER 2021)

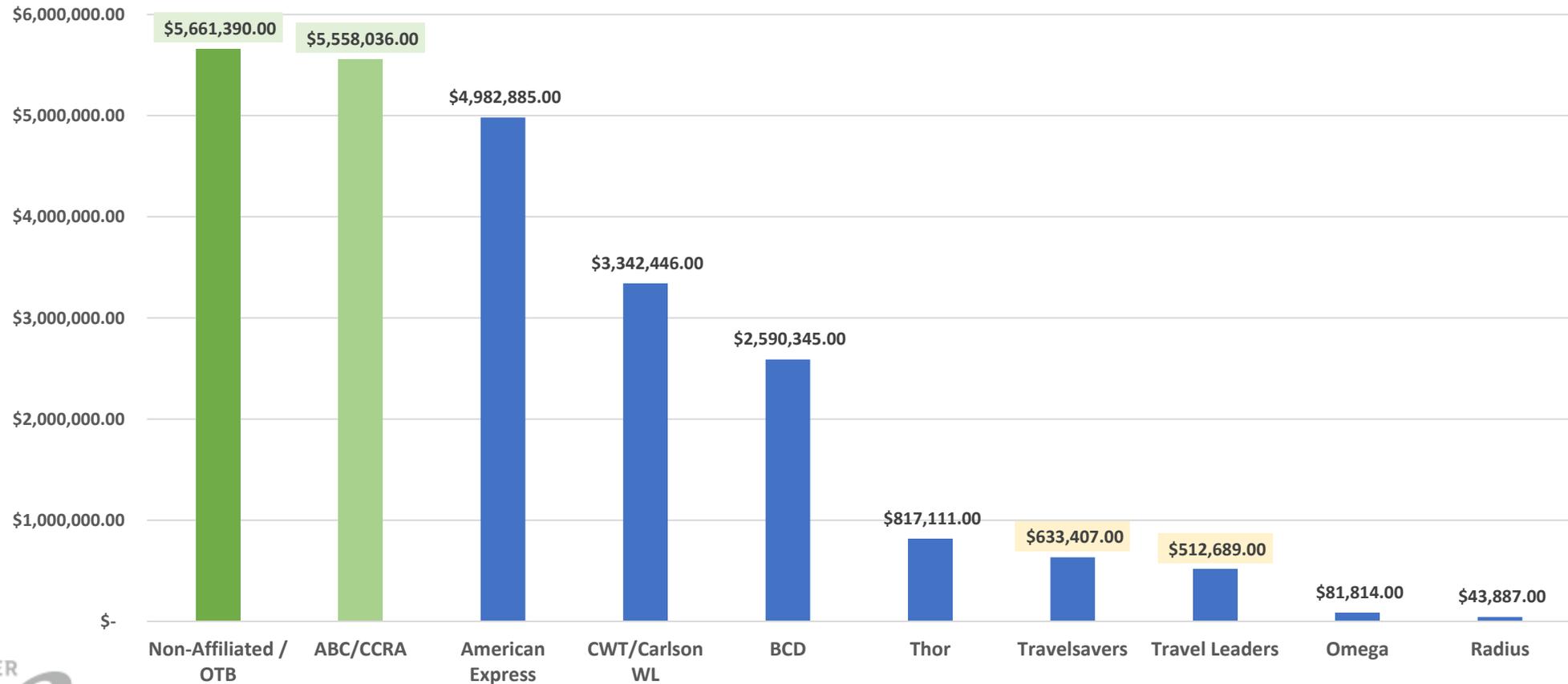
FISCAL YEARS 20-21 / 21-22 TREND BY MONTH



Source: TravelClick

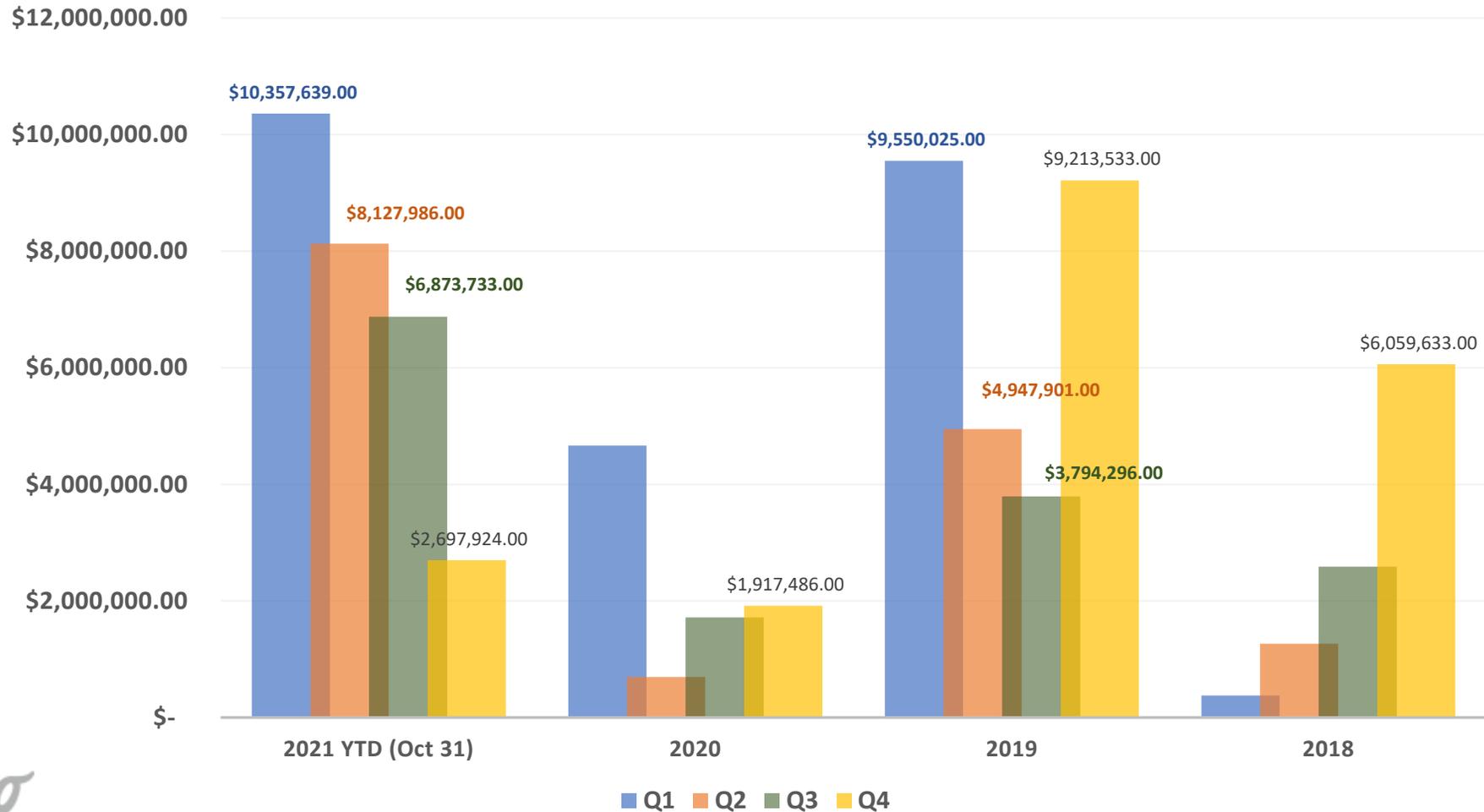
BOOKING TRENDS - CONSORTIA

GDS Activity Top Consortia Jan 1 - Dec 31 2021 YTD & OTB



BOOKING TRENDS - LUXURY

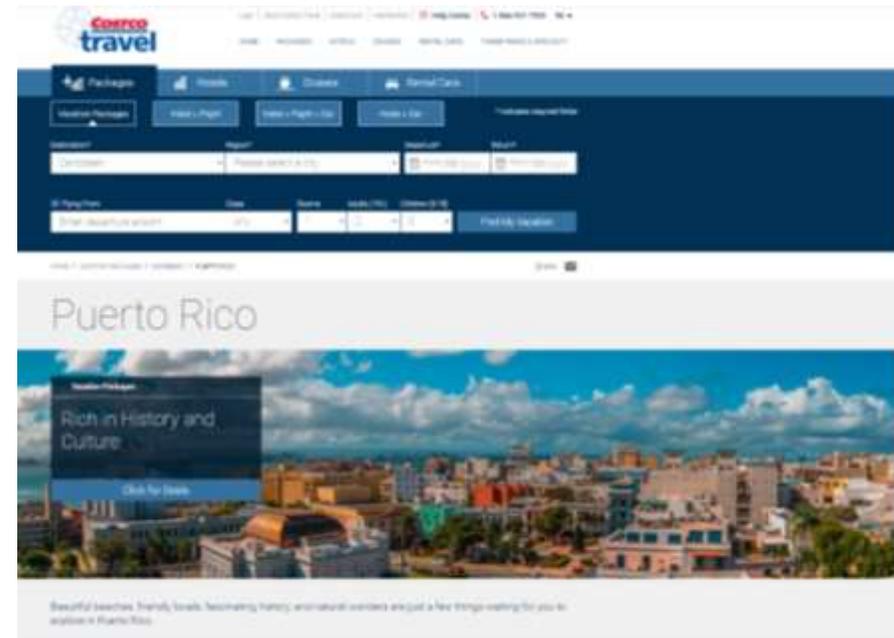
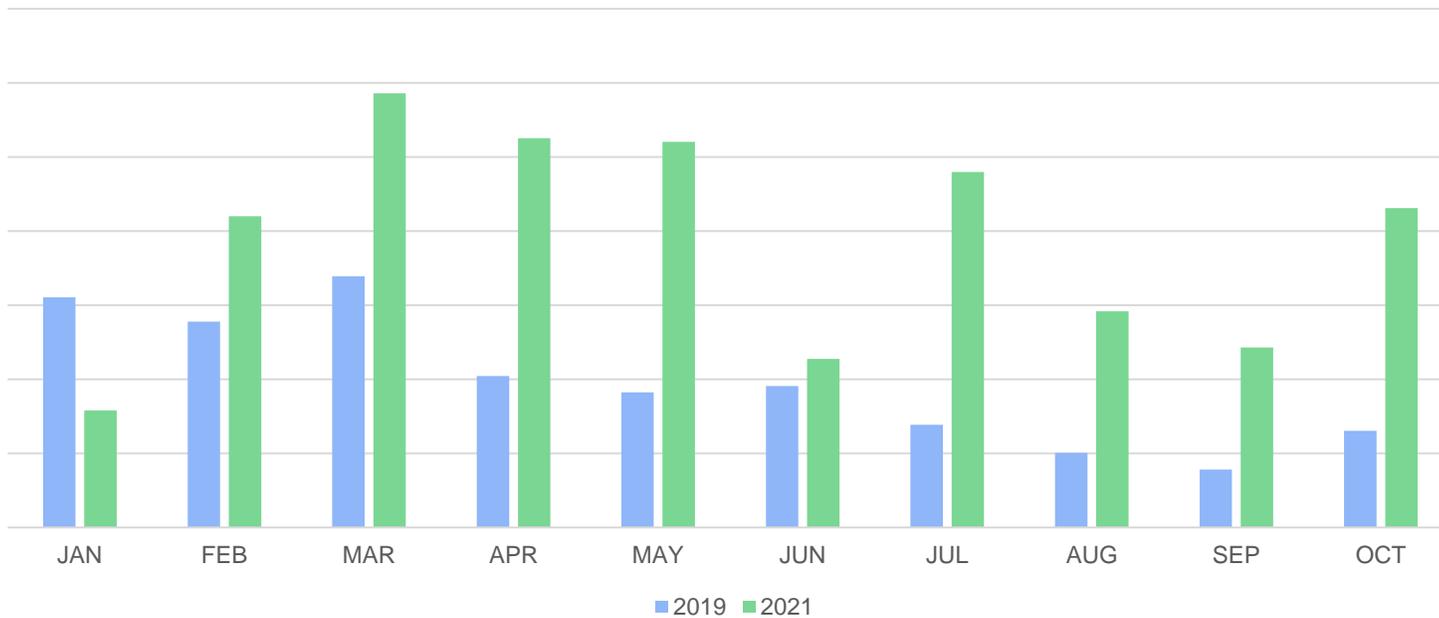
LUXURY SALES



COSTCO

- Feb to Oct 2021 Costco has reported continued and steady growth Vs. 2019 in lodging revenues

COSTCO Monthly 2021 Vs 2019



AAA BOOKINGS

- Discover Puerto Rico has invested \$64,740 in a multifaceted program with AAA, one of the largest booking platforms for domestic travel.
- The bookings attributed to the Puerto Rico page (excludes other bookings directly with hotels) represents close to \$1M in lodging revenues while additional AAA sources such as Pleasant Holidays and AAA Wholesale account for an additional \$1.3M for a total YTD production of \$2.3M

AAA DIRECT BOOKINGS

YR	Q1	Q2	Q3	OCTOBER	TOTALS
2019	\$ 33,000.00	\$ 39,000.00	\$ 28,640.00	\$ 7,963.00	\$ 166,316.00
2020	\$ 24,000.00	\$ 19,839.00	\$ 11,594.00	\$ 6,826.00	\$ 99,272.00
2021	\$ 122,000.00	\$246,059.00	\$200,708.00	\$74,267.00	\$ 935,825.00

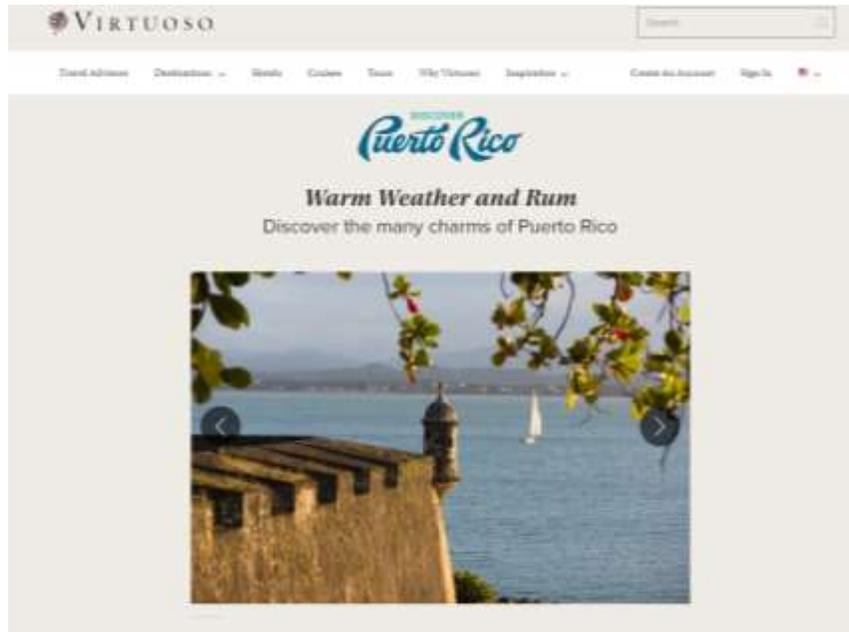
TEAM EFFORTS

EVENTS

- CCRA Power Solutions Hoboken, NJ covering Workshop, Round Tables & Trade Show
- Tri-State Roadshow NY/NJ/BOS
- AA Austin Inaugural Fam
- Live, Love, Eat NorthStar event covering Webinar & Trade Show
- BT Expo Mexico sponsoring Luncheon Webinar simulcast
- LADEVI Webinar for Colombia travel advisors to promote PRTE Courses in Spanish
- ASTA Alabama Chapter presentation & Trade show
- EDGE Travel Leaders Trade Show and Coffee Break sponsorship
- CCRA Power Solutions Hoboken, NJ covering Workshop, Round Tables & Trade Show
- Brand USA Travel Week London
- Signature Symposium
- Virtuoso Mexico City
- ASTA Austin
- ASTA Savannah



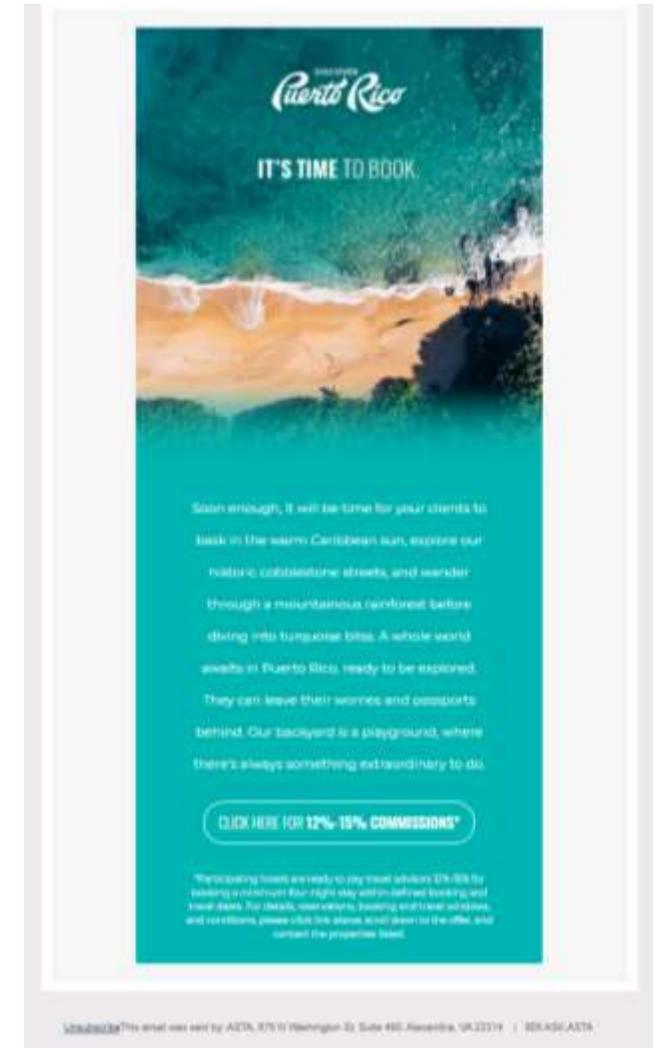
DRIVING TRAFFIC



VIRTUOSO



CCRA



ASTA



DRIVING TRAFFIC

- Currently running incentives in all Co-ops and PRTE Loyalty Program
- Increasing presence in Spanish speaking source markets
- “Beyond San Juan” message promoting travel to all confines of Puerto Rico
- Increasing sales activities as restrictions are eased
- All stakeholders are welcome to participate



FOCUS

PARTNERSHIPS & BOOKING CHANNELS

- Focus on Small Inns and Paradores
- LATAM Partnerships – Attending Mexico & Latin America first in-person event in Mexico City
- Brand USA Travel Week last week in London connecting with all European producers for Puerto Rico inclusion in their programs
- Continue supporting Travel Advisor network
- Expanding on booking options to further support to all stakeholders
- Local DMC/Receptive companies will play a defining role in International Inbound success
- Companies seeking support but also interested in Fly & Drive itineraries to visit all of Puerto Rico

LEISURE SALES ACTIVITIES – Q4 2021

MONTH	ACTIVITY	TYPE	LOCATION	SECTOR	SEGMENT
October	EDGE / Internova-Travel Leaders	In Person	Orlando – Workshop	All Regions	Retail
October	Brand USA TravelWeek	In Person	London	All Regions	All segments
October	ASTA Alabama Chapter	In Person	Birmingham	All Regions	Retail
October	Bridge Platform Activation	Virtual	Virtual	All Regions	Retail
October	Expo Webinar	Virtual	Culinary & Gastronomy	All Regions	Retail
October	CCRA New York/New Jersey	In Person	Hoboken	All Regions	Retail
October	CCRA Chicago	In Person	Chicago	All Regions	Retail
October	AA Inaugural Fam - Austin	In Person	San Juan	All Regions	Retail
November	Mexico Virtuoso	In Person	Mexico City	All Regions	Retail
November	Signature Conference	In Person	Las Vegas	All Regions	Retail
November	ASTA Savannah Conference	In Person	Savannah	All Regions	Retail
November	ASTA Austin	In Person	Austin	All Regions	Retail
November	South Florida Workshop	In Person	Boca Raton	All Regions	Retail
December	Texas Roadshow	In Person	Austin, Dallas, Houston, San Antonio	All Regions	Retail
December	Northeast Roadshow	In Person	Several cities	All Regions	Retail

DESTINATION EXPERIENCE

Vanessa Figueroa,
Director of Destination Experience

THE SITE INSPECTION EXPERIENCE

- The **Destination Experience** team continues to play a key role in the sales process....
- 3 out of 4 site inspections choose Puerto Rico as home for their program.
- In these 3 years, they have **strengthened the relationship** with our industry partners, achieved a **stronger collaboration** and **partnership** - better results!
- **Service standards** to the next level - client's experience is tailored ensuring all their needs are not only met but surpassed.
- Strong **communication** with partners for better preparation ensuring we are all aligned - **Speak ONE VOICE!**
- Destination Experience team ensures clients are immersed in our culture. Engrave Puerto Rico in their hearts - it's all about the **Experience**.
- Meet our Destination Experience Team



SITE INSPECTION CREATION STEP BY STEP

- How is it done? It all begins with the Sales team – business is vetted, and site request submitted for approval.
- There has to be an RFP in order for the VP of Sales and Director of Destination Experience (DDE) to evaluate and confirm the site inspection.
- National Sales Director needs to submit a Site Inspection Request Form detailing key program and client information. This form is KEY. This data provides the tools required to develop a relevant and targeted site inspection.
- DDE approves, site is assigned to a Manager.
- Destination Experience Coordinator reaches out to hotel partners (short listed), and other tour operators as needed and confirms appointments.
- Once confirmed, cultural experiences are incorporated based on program needs. Even if client is only focusing on hotel product during that visit, team will always incorporate a drive by Old San Juan, together with a stop for a piragua or coco, pina or acerola ice cream.

SITE INSPECTION CREATION STEP BY STEP

- **Travefy** - Agenda is built in an "avant garde" itinerary managing tool to create custom agendas that are rich in multimedia content and can be experienced both virtually and, ultimately, in person.
- Features include geo-mapping, which connects business listings with Google maps, flight trackers and others. It makes it interactive and engages buyers both during and after the site inspection.
- It accelerates the sales process as it makes it faster to compose itineraries and faster for clients to absorb that information.
- Manager will build the agenda and walk the client through the site experience over a teams/zoom call. This is the opportunity to ensure client feels satisfied with what we have planned for them, and it allows us to modify what is needed.
- Agenda is also shared with the industry partners involved in the site.

SITE INSPECTION CREATION STEP BY STEP

- Manager in charge will control the experience since the client(s) lands, until they depart, ensuring service levels are where they need to be.
- After the site, a Post Site Inspection Survey is shared with the client. This allows us to share any valuable data with hotel partners, and even address in real time any concerns the client might have expressed in the survey.
- It also asks, Where you greeted by the hotel General Manager? It is important they see we really value and want their business.
- Manager will create a Post Site Inspection Report for the National Sales Director
- Should program turn definite, that Manager in charge of site will be assigned as their main contact. Will be their "boots on the ground", an extension of their team in Puerto Rico.

EXPERIENCES FOR LIFE



EARNED MEDIA OPPORTUNITIES

Davelyn Tardi,
Communications Manager

PITCHING STORY IDEAS & COVERAGE

- Hotel Coverage Highlights include:
 - [Condé Nast Traveler](#): Top 10 Hotels in the Caribbean: Readers' Choice Awards 2021
 - Mentions Fairmont El San Juan Hotel, Condado Vanderbilt Hotel, O:LV Fifty Five, and Hotel El Convento
 - [Travel + Leisure](#): The Best Places to Travel in January in 2022
 - Mentions Caribe Hilton, Condado Ocean Club, the Embassy Suites San Juan Hotel & Casino, Fairmont El San Juan, Hyatt Regency Grand Reserve Puerto Rico, La Concha Resort, and Condado Vanderbilt
 - [TravelPulse](#): \$185 Million Entertainment Complex Opens in Puerto Rico
 - Mentions Aloft San Juan

10 Travel Ideas to Lean into Spooky Season This Month

READERS' CHOICE AWARDS
Top 10 Hotels in the Caribbean: Readers' Choice Awards 2021

The Best Places to Travel in January in 2022

\$185 Million Entertainment Complex Opens in Puerto Rico



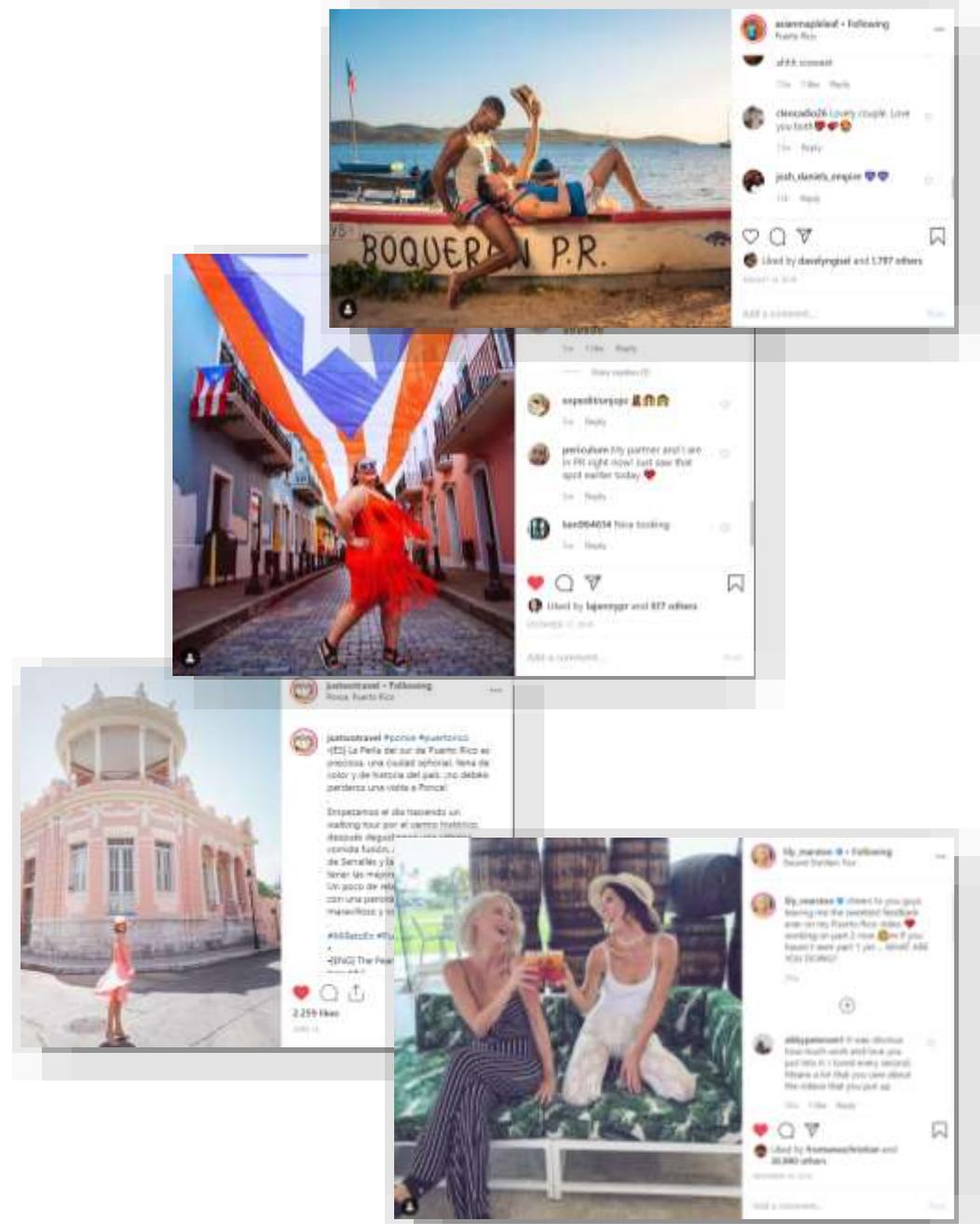
Impressions: 5,956,703,642

Ad Value: \$100,527,044.32

**Earned media efforts FY 21-22 (As of 11/17/21)*

FAM TRIPS

- A **FAM trip**, or familiarization trip, which is hosted for a group of journalists and/or influencers, centered around a specific niche, event or cultural moment in time, in Puerto Rico. This is carried out to provide the journalists with experiences, information, interviews and images/video content to inform their coverage for resulting pieces after the trip takes place.
- Similarly, a **one-off trip** occurs when there is a specific niche or topic that a journalist is interested in covering where a FAM trip is not planned. A personalized experience is then developed to cater to the needs for coverage of the respective topic and crafted to highlight the niche, with opportunities to gather content, as well as information from interviews and experiences for the resulting coverage.



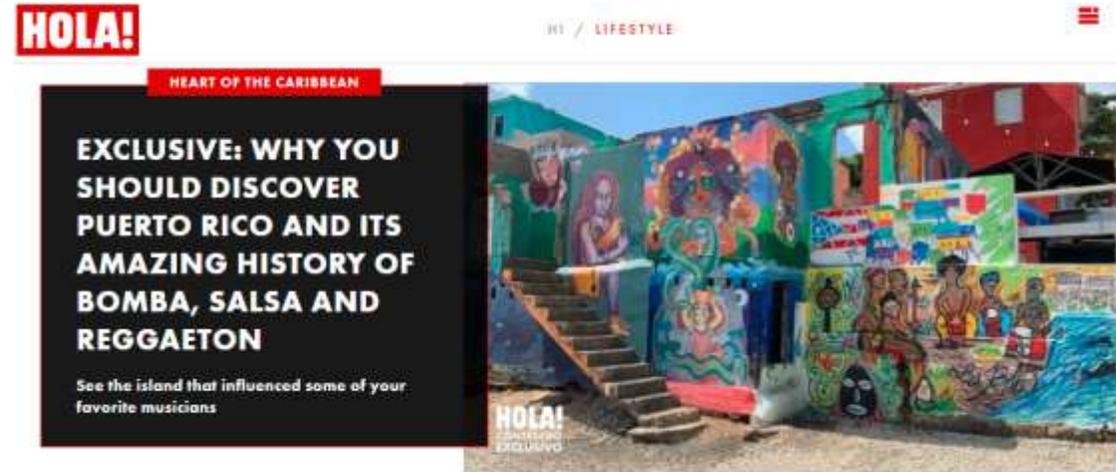
FAM TRIPS-RESULTS

- **Feel the Rhythm FAM | July 27-31, 2021**
 - Impressions: 18,312,319
 - Ad Value: \$329,282.34
- **Rum/Cocktail FAM | August 5-8, 2021** *Inclusive of social, online stories pending
 - Impressions: 13,225
- **Days at Sea FAM | August 12-15, 2021** *Additional stories pending
 - Impressions: 2,082,331
 - Ad Value: \$41,638.86
- **Distrito T-Mobile FAM | August 12-15, 2021**
 - Impressions: 213,449,693
 - Ad Value: \$4,236,178.20



FAM TRIPS-RESULTS

- San Juan 500th FAM | September 9-12, 2021
 - Impressions: 68,075,530
 - Ad Value: \$1,361,510.60
- Feel the Rhythm FAM | July 27-31, 2021
- Architecture FAM | October 7-10, 2021
 - *Pending coverage
- Southeastern FAM | October 21-24, 2021
 - *Inclusive of social, online stories pending
- West Coast FAM | November 4-7, 2021
 - *Inclusive of social, online stories pending



LOOKING AHEAD: UPCOMING TRIPS

● DECEMBER 2021-JUNE 2022

- Tis the Season FAM Trip
- Globe & Mail One-Off
- Toronto Star One-Off
- Brigitte One-Off
- Dick Clark's One-Off's
- Wellness FAM Trip
- Evening Standard Online One-Off
- Luxury FAM Trip
- LGBTQ+ FAM Trip
- Family Vacation FAM Trip
- Sustainability & Ecotourism FAM Trip
- Heritage & Multicultural FAM Trip
- Arts & Culture FAM Trip
- Noche de San Juan FAM Trip

Opportunities available to ingrate properties, attractions or customize experiences.

INFLUENCER PROGRAM

- Our influencer program was focused on increasing social media presence and awareness of the DMO post-covid as travel returned.
- The program selected 40 influencers in a variety of niches to travel to the Island to create content. Trips began in late 2020 and will conclude in early 2022.
- Opportunities available to integrate properties, attractions or customize experiences.

Impressions: 36,153,655
Ad Value: \$90,384.14



PARTNER OPPORTUNITIES FOR SUPPORT/MEDIA COVERAGE

- **Lodging** – Discover Puerto Rico primarily hosts media on the Island for a three-night period. Lodging, in turn, becomes a major aspect of the experience, as the prime meeting location and where a significant amount of time is spent. Being the key lodging partner for a press trip results in an opportunity to feature the property and its amenities in the resulting coverage and/or social posts during.
- **Activities** – Authentic experiences are one of the strongest attractors for prospective travelers when planning to visit a destination. Activities on the Island are especially critical to creating an authentic experience given Puerto Rico offers many unique activities in the realm of nature/culture, which are special to the Island.
- **Meals** – As an aspect of travel that drives visitation and is highly visual, cuisine plays an equally important role in the Island's authenticity and a growing space that is proven to inspire travel. By hosting a meal for a press and/or influencer group and/or individual, it provides the establishment with the opportunity to be featured and recommended.
- **Goodie Bag Materials** – Goodie bags are provided as a welcome gift once the media arrive and settle into their lodging. Dependent on the respective focus of the trip, the goodie bag may be crafted to highlight to that topic.

PARTNER OPPORTUNITIES FOR SUPPORT/MEDIA COVERAGE

FOR MORE INFORMATION:

- Xiomara Rodríguez, Communications Director:
Xiomara.Rodriguez@discoverpuertorico.com
- Davelyn Tardi, Communications Manager:
Davelyn.Tardi@discoverpuertorico.com

LODGING

ATTRACTIONS

INTERVIEWS & MESSAGING

OTHERS

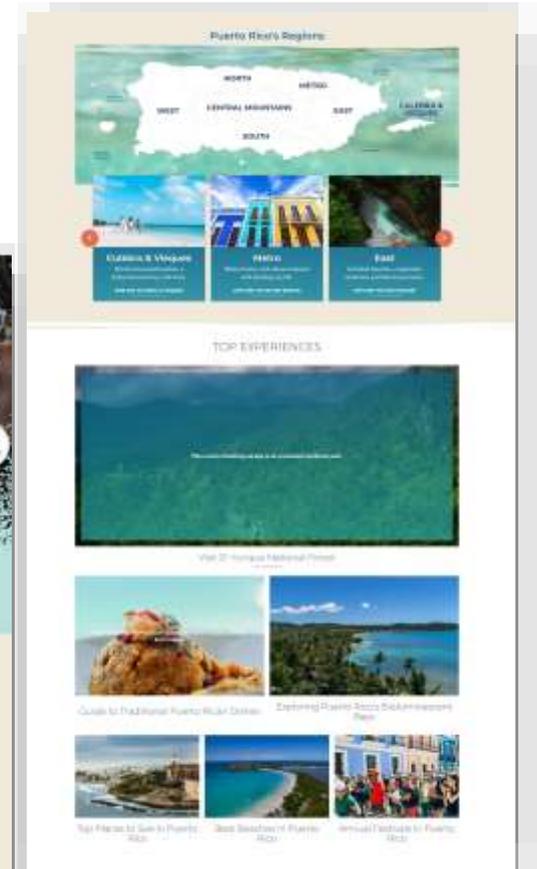
WEBSITE

Dalissa Zeda Sánchez

Web Content Senior Manager

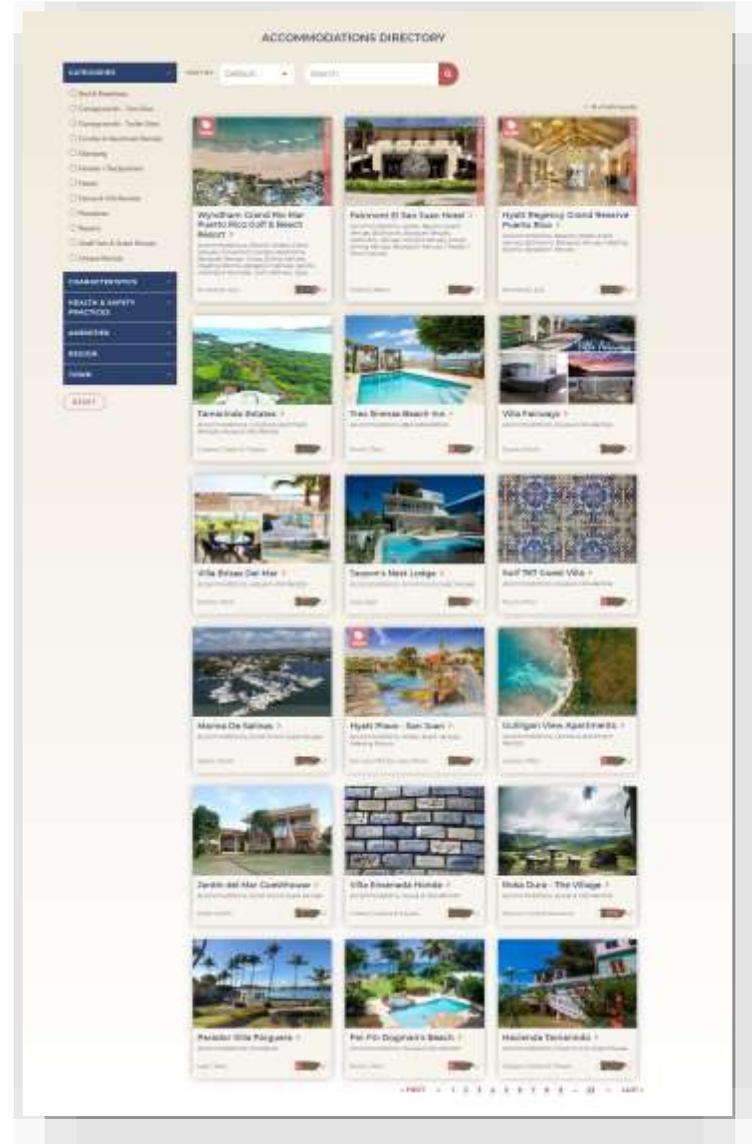
DISCOVERPUERTORICO.COM

- DiscoverPuertoRico.com is the Island's official website for leisure travel and MICE.
- The U.S. Travel Association recognized it as the best destination website in 2019.
- The 78 municipalities are represented and have dedicated editorial and multimedia content.
- The website has over 600 pieces of editorial content and more than 5,000 profiles of local businesses, attractions, and points of interest.



BUSINESS LISTINGS

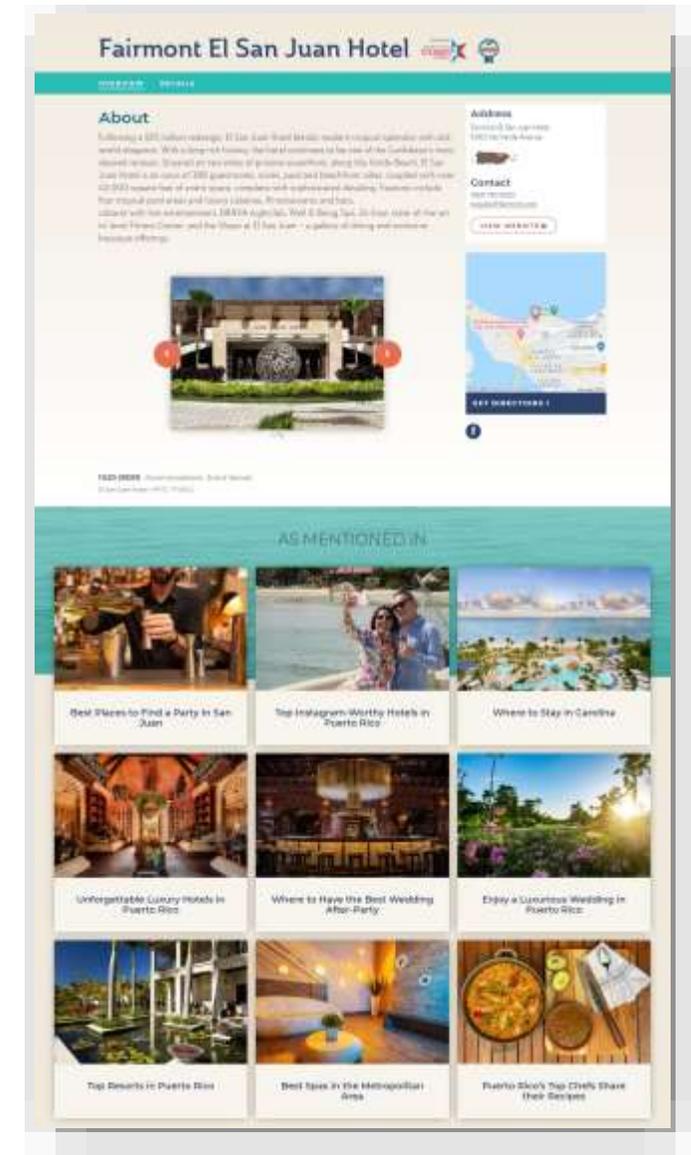
- In 2019, Discover Puerto Rico launched its website DiscoverPuertoRico.com, a digital platform with more than 5,000 profiles of local businesses in the tourism industry.
- The profiles are robust listings that include information on the services offered by each business as well as photographs, details on the amenities, address, telephone numbers, hours of operation, and more.
- Accommodations, restaurants, tour operators, attractions, and points of interest can be listed on DiscoverPuertoRico.com, free of charge.



CLAIM YOURS

- If you want to have a business listing, reach us at website@discoverpuertorico.com to start the process.
- Why does it matter?

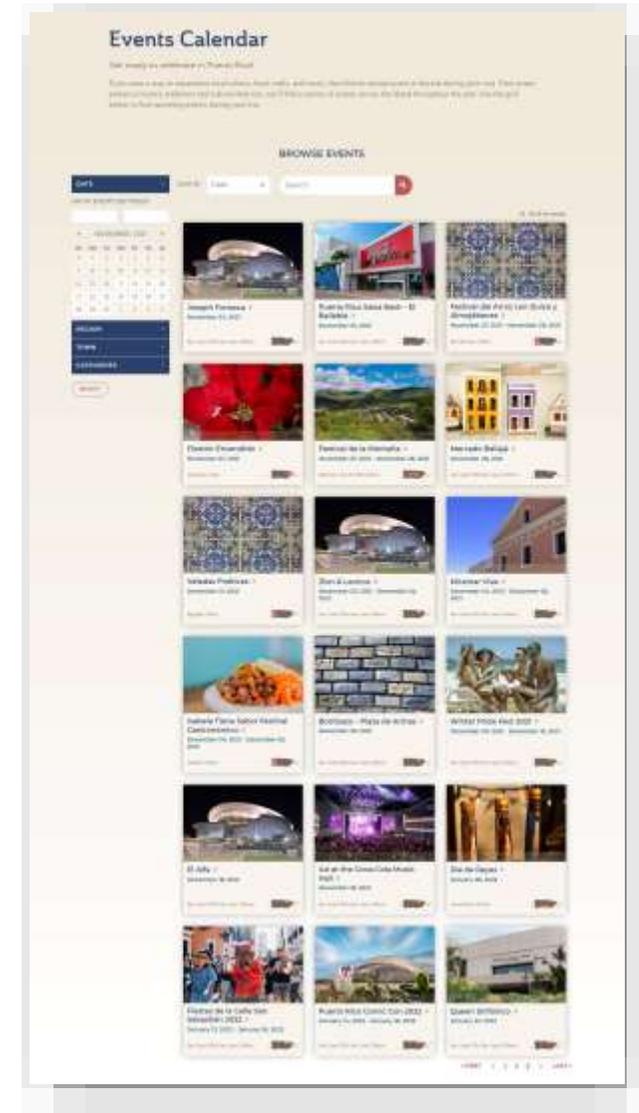
Having a business profile in DiscoverPuertoRico.com gives you greater visibility in front of a highly qualified audience that's already interested in visiting Puerto Rico and is actively looking for inspiration to plan their trip.
- YTD Website Metrics
 - Users: 11.9M
 - Sessions: 16.8M
 - Pageviews: 29.3M
 - Avg. Session Duration: 2 minutes
 - Total Partner Referrals: 959,120



EVENTS CALENDAR

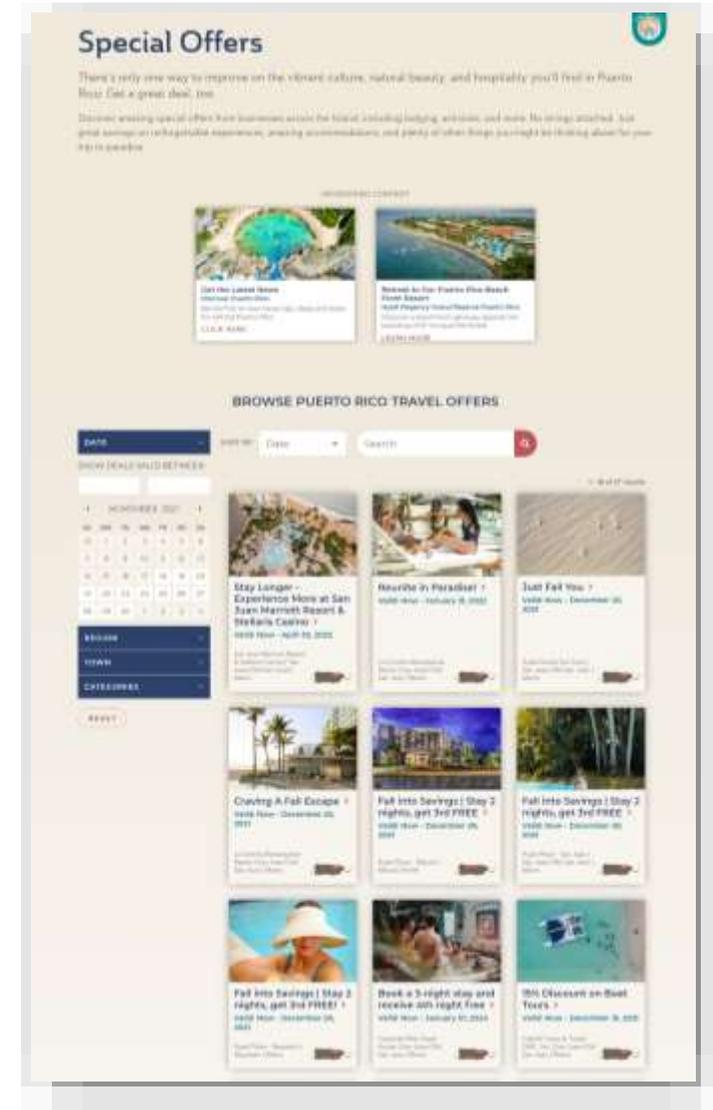
- Events organized to appeal to travelers from outside the Island
- Prominent events open to the general public
- Events actively marketed to audiences outside the Island
- Events showcasing a town's unique character or heritage
- Holiday events that include activities of interest to travelers

To feature your special event in DiscoverPuertoRico.com, send us an email to website@discoverpuertorico.com.



SEASONAL DEALS PROGRAMS

- www.DiscoverPuertoRico.com.deals
- Upload offers
- Redeem offers directly through link on profile page:
 - Business website
 - Booking engine



ADVERTISING OPPORTUNITIES

- Banners
 - Link to business listing on www.DiscoverPuertoRico.com
 - 3 months \$3,000 / 6 months \$4,100
- Featured Listings
 - Priority placement of listings page including sorting by category and region, and featured flag.
 - Resorts & Hotels \$600
 - Attractions & Experiences \$450
- Lead Generation
 - Visitors sign up to receive info about the island and info directly from a business
 - 6 months \$2,000
- Reporting at end of campaign

SPONSORED CONTENT

Immerse Yourself in Culture
Discover Puerto Rico
Experience Puerto Rico's unique art, festivals, music and museums.
[CLICK HERE](#)

Retreat to Our Puerto Rico Beach Front Resort
Hyatt Regency Grand Reserve Puerto Rico
Discover a beachfront getaway against the backdrop of El Yunque Rainforest.
[LEARN MORE](#)

FEATURED

HeliPR >
Tours, Sightseeing Tours, Event Services, Group-Friendly Activities & Tours, Sports, Hobbies & Activities, Scenic Flights
San Juan/Old San Juan | Metro

ZEN SPA RETREAT
Sheraton Puerto Rico Hotel & Casino >
Event Services, Health Spas / Wellness Programs, Wellness Spas
San Juan/Old San Juan | Metro

Barullo Taberna Española >
Dining, Restaurants

You're subscribed!
Opt-in about events and programs will start appearing in your inbox with the month in the magazine. Check out other featured partners.

Partner Name
Receive our monthly emails, and be the first to know what's happening when.
 Send me info on this partner

Partner Name Goes Here
Receive our monthly emails, and be the first to know what's happening when.
 Send me info on this partner

SOCIAL MEDIA

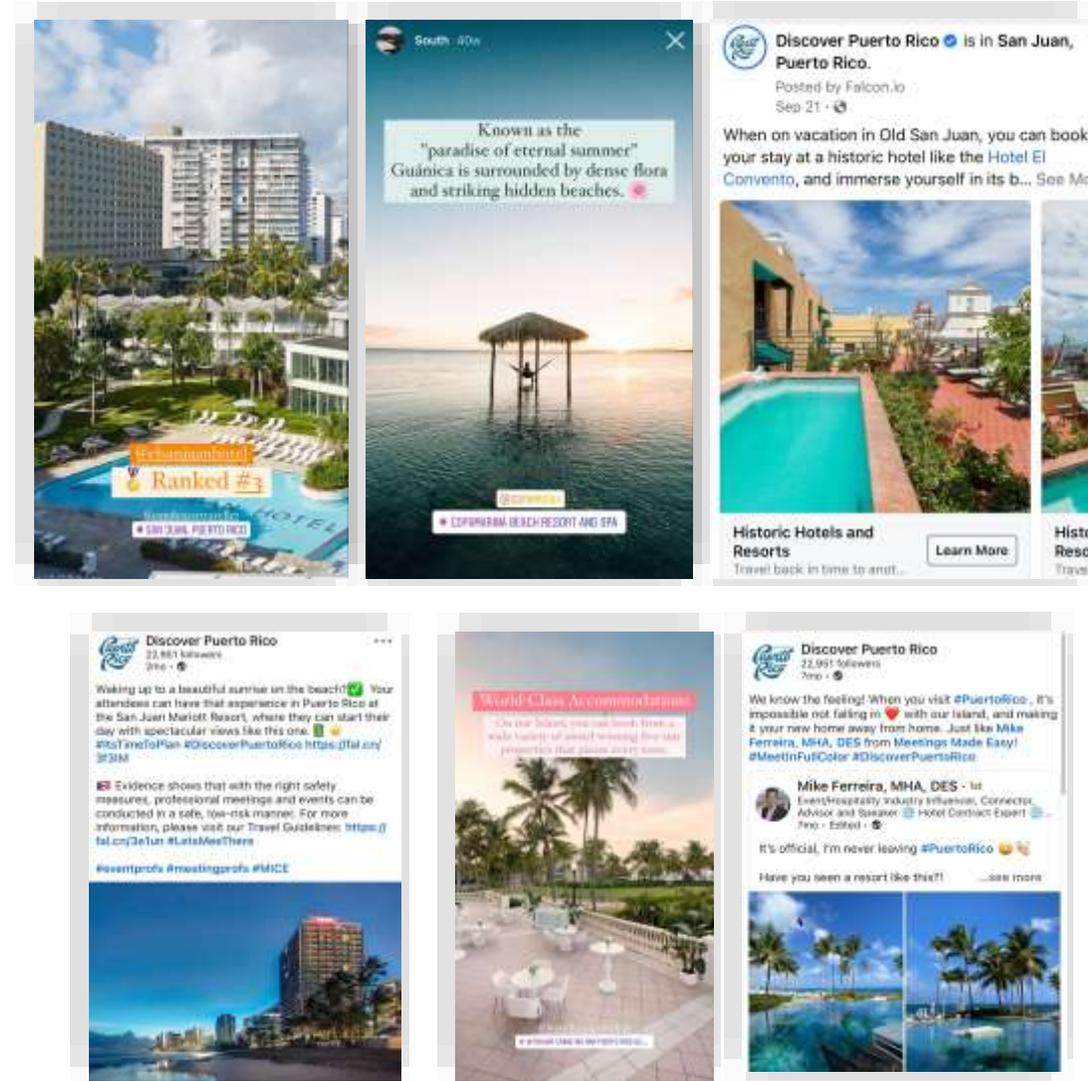
Astrid Nahir Emmanuelli Ruiz,
Social Media Manager

COLLABORATION OPPORTUNITIES

- Opportunities on our Leisure & Meetings channels:
 - Regular posts
 - Still images
 - Videos
 - Instagram
 - Instagram Stories
 - Instagram Lives
 - Instagram Reels
 - Events
 - Monthly post that redirects consumers to Discover Puerto Rico's Events Calendar page

- Contact for more information:

Email: astrid.emmanuelli@discoverpuertorico.com



MULTIMEDIA

Jean-Paul Polo

Director of Creative Strategy

WHY A CONTENT STUDIO?

- BRANDS ARE NOW FACED WITH A DAUNTING TASK:
 - Constantly produce high quality content that is driven by audience wants and needs but ultimately serves the brand's mission as well. More and more brands are looking to build their own content studios to ensure a variety of content forms and types, from photography, and social posts to compelling videos, podcasts, live streaming events, immersive virtual reality experiences that better align with their mission. Engaging content is crucial to building a strong and differentiated brand. Nothing is more powerful than an image to stimulate an appetite for an experience than a well-crafted video.
 - We decided to create an inhouse content studio that not only serves the DMO's marketing and promotional needs but also provides services to Puerto Rico's tourism sector businesses. Our services are tailored to each business' needs, but based on our data driven marketing strategies, overall global branding recognition and priced fairly.

WHY A BRANDED STUDIO?

- Using audience trends, data & research and creative instinct as our guide we develop original, social-first video content, marketing campaigns, serialized mini docs, explainer videos and magazine quality photoshoots inspired by our island's people, unique culture and geography as well as our marketing pillars and brand standards.

This research driven strategy encompasses readily shareable content tailored to digital platforms, phone feeds, deeper-dive narratives, short form documentaries, original series and multiple other iterations depending on which platform we are designing for including Facebook, Instagram, YouTube, OTT or broadcast.



MULTIMEDIA TEAM

- Implementing models of success and scalability used in top media companies around the world, the Multimedia Team at Discover Puerto Rico produced exceptional quality of content as well as quantity of assets. In just over three Years the team has curated over 17,000 photographic Images of all 78 municipalities, They have shot approximately 200 terabytes of high-quality cinematic video content that has translated to hundreds of videos used across multiple departments and digital/social platforms.

Photographic shoots that could easily be valued at the 10's of thousands of dollars are produced in a few days with average costs in the hundreds to low single digit thousands of dollars. Video productions that would take an agency months to prep for and would have estimated budgets in the hundreds of thousands of dollars are quickly tackled by our inhouse and freelance stable for a few thousand dollars.



WHO WE ARE?

- Our team is composed of creatives with diverse skillsets. Their work has been nominated and won important awards including Suncoast EMMY Awards, Cannes Lions, Webbys, Tellys, and Academy Award Nominations. Their experiences range from top international companies like National Geographic to local production companies and top advertising agencies. We use industry leading cinematic equipment to bring our stories to life.

TEAM MEMBERS



JEAN PAUL POLO
DIRECTOR



DARLIEN MORALES
PRODUCER
EDITOR



MANUEL PIMENTEL
ASSOCIATE PRODUCER
EDITOR

MEET SOME OF OUR TALENT

- We have strong working relationships with local creative talent. We are proud that over 95% of the content distributed by Discover Puerto Rico is produced by our in-house and local freelance crews. Our freelance stable is deep and diverse and has representation from all regions of the Island.

FREELANCERS



OMAR REYES
PHOTOGRAPHER
INFLUENCER
BAYAMON, PR



ROSARIO FERNANDEZ
PHOTOGRAPHER
LGBTQ COMMUNITY
SAN JUAN, PR



BENJAMIN LOPEZ
PRODUCER-EDITOR
COMERIO, PR



LYMA RODRIGUEZ
PHOTOGRAPHER
CINEMATOGRAPHER
TRUJILLO ALTO, PR

MEET SOME OF OUR TALENT

- Our freelancers' skillsets are diverse. Some are experienced film producers, while other have technical expertise in areas like hyper lapses, studio photography, drone/aerial video or modeling. We pride ourselves in working collaboratively with them to help tell stories of our Island in unique ways.

FREELANCERS



CHASE WALKER
DRONE
INFLUENCER
RINCÓN, PR



ROBERTO ECHEVARRÍA
PHOTOGRAPHER
PONCE, PR



FERNANDO ORTÍZ
TIMELAPSER
SAN JUAN, PR



MARÍA DEL MAR MERCADO
MODEL
INFLUENCER
GUAYNABO, PR

SCALABLE PRODUCTION MODEL

One team, many types of content.

- The key to success of our multimedia team has been the right balance of in-house staff, top freelance local talent, strategic public and private partnerships, and investing in the right tools and equipment to allow our teams work to shine.

TOP CREATIVE
TALENT

RIGHT TOOLS

STRATEGIC
PARTNERSHIPS

EXTRAORDINARY
CONTENT

DISCOVER
Puerto Rico
**MULTI-MEDIA
TEAM**



**200
TERABYTES TO
OVER 300 HRS
OF VIDEO
CAPTURED**

TEAM ACCOMPLISHMENTS

JULY 2018:
1-PERSON TEAM

PRESENT:
**4 IN-HOUSE
CREATIVES**



**32 CONTENT CREATORS
AROUND THE ISLAND**



95% OF THE CREATIVE WORK
IS CREATED IN-HOUSE

70 ASSETS 2018

2021
WE SHOT & ACQUIRED

17,000
CURATED IMAGES

ALL CURATED IMAGES ARE AVAILABLE FOR ALL PARTNERS AND LOCAL STAKEHOLDERS.
THEY MAY USE THESE FOR ANY OF THEIR MARKETING NEEDS.

2 STATE OF THE ART EDIT SUITES
= **QUALITY
NIMBLENESS**

**27 AWARDS
WINNING
TEAM**

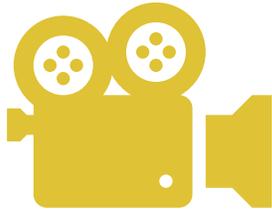


DISCOVER PUERTO RICO STUDIOS

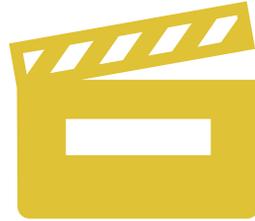
- Discover Puerto Rico's Studios model together with its talented in-house content team puts us in a unique position to offer local tourism industry businesses a premium service for tailored branded content.
- Working together with our creative staff we produce high quality content for your business. Our scalable models and creative process allow us to meet your marketing needs while aligning with our strategic requirements.



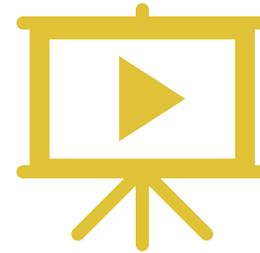
CLIENT BENEFITS



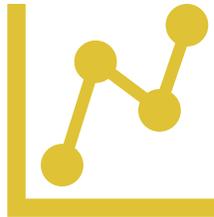
ACCESS TO TOP OF THE LINE FILM &
PHOTO EQUIPMENT



TOP CREATIVE TALENT



ACCESS TO DPR PREMIUM
CONTENT LIBRARY

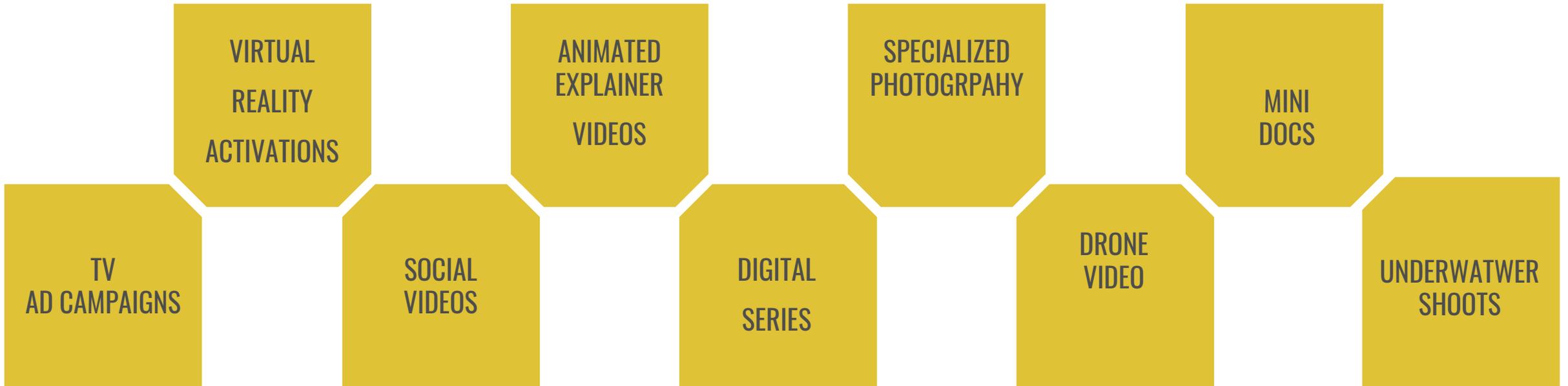


ACCESS TO DISCOVER PUERTO RICO
DATA AND RESEARCH



ACCESS TO DPR POST FACILITIES

CONTENT OPTIONS



Toro Verde
Orocovis, Puerto Rico

DISCOVER
Puerto Rico

THANK YOU!