



## **Discover Puerto Rico details its schedule for 2022**

The organization informs the Financial Oversight and Management Board about the tourism industry recovery

**New York, New York, December 17, 2021-** Discover Puerto Rico reviewed today before the Financial Oversight and Management Board (FOMB) specifics about the 2021 tourism industry recovery and detailed the initiatives that will promote the continued growth of this sector during 2022.

The Chief Executive Officer of Discover Puerto Rico, Brad Dean, specified that the allocation of \$50 million of American Rescue Plan Act (ARPA) funds over the next two years will allow the Island to have a marketing budget similar to those of our closest competitors.

“This is an excellent opportunity to redouble our efforts and promote industry growth and the creation of more jobs,” Dean said during the FOMB’s 31st Public Meeting held at the Alexander Hamilton U.S. Customs House in New York City. For this meeting, the fiscal organism summoned organizations and agencies with essential functions promoting economic growth in Puerto Rico.

With these funds, Dean reported, paid media advertising, activations, and public relations efforts will be expanded to the entire United States. Also, Discover Puerto Rico will double marketing investments in the main origin cities of tourists, create new promotional content, and explore novel marketing formats that promise excellent yields, such as channeling messages through streaming services.

Furthermore, the influx of funds will help expand Puerto Rico’s presence internationally, going beyond the impacted markets like Spain, the United Kingdom, Germany, Canada, and Colombia.

In addition, programs will be established to encourage travel advisers to promote Puerto Rico, generate destination ambassadors among the Puerto Rican diaspora, and advise up to 5,000 small businesses on digital marketing.

During the meeting, Dean explained that 2021 was a record-breaking year. Accommodation income is 35% higher than in 2019. Over 96% of the jobs lost with the COVID-19 lockdowns were recovered. The government has generated over \$887 million in revenue associated directly or indirectly with the visitor’s industry in 2021. This is 16% more than in 2019. This last figure includes income from the sales tax and room tax, among others.

The Arrivalist tracking system recently estimated that people exposed to Discover Puerto Rico’s advertising efforts are 119% more likely to visit the Island. Similarly, data from specialized tourism firms such as Adara and STR suggest that those who have seen Discover Puerto Rico’s ads stay, on average, 32% longer and spend 33% more on accommodations.

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