



### **Discover Puerto Rico recaps participation at FITUR.**

The Puerto Rican delegation completes a busy schedule of promotional interviews and meetings with European tourism businesses

**San Juan, Puerto Rico, January 12, 2022** – Discover Puerto Rico completed its participation in the International Tourism Fair (FITUR) held in Madrid, Spain, conducting meetings or promotional interviews with 35 European media outlets and directing 31 business meetings with tourism companies' executives.

Among the companies impacted by the Puerto Rican promotion are 19 wholesalers of tourist tours with networks that reach over 1,500 travel advisors with operations in Spain and Portugal.

In the same way, talks were held for Discover Puerto Rico and the airline Iberia to participate jointly in "roadshows" impacting two tourism wholesalers. These promotions are planned for May and will cover several Spanish cities. The goal is to take advantage of the increased weekly flights between Madrid and San Juan.

These efforts will go hand in hand with an education initiative for travel advisors to understand Puerto Rico better as a tourist destination and the available travel offers.

"In the coming weeks, we will follow up on all these business meetings so that they yield benefits to the tourism industry in Puerto Rico. This is the job we do year-round. FITUR opens a space for face-to-face interaction that represents a follow-up to efforts that are already implemented and underway," said Francisco Blanch, Director of Vacation Sales at Discover Puerto Rico.

Xiomara Rodríguez, Communications Director of Discover Puerto Rico, indicated that before FITUR began, they had worked on interactions with important Spanish media outlets such as the magazine ¡Hola!, El Periódico, La Vanguardia and El Mundo, among others.

The media were informed about the tourist offers, the attractions in Puerto Rico, the travel requirements, and the safety and health regulations regarding the COVID-19 pandemic, among other topics.

Discover Puerto Rico also received several pitches from companies interested in entering into promotional agreements.

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