



Discover Puerto Rico Launches Live Boricua Campaign Internationally

This part of the promotional effort focuses on showing the Puerto Rican culture to international visitors.

San Juan, Puerto Rico, June 6, 2022 – Discover Puerto Rico launched today in key international markets the *Live Boricua* campaign that shows our local attractions while highlighting Puerto Rican culture and its appeal to visitors.

The campaign will air today on digital media outlets and through earned media efforts in the United Kingdom, Germany, Spain, Canada, and Colombia.

"We know that our visitors are as interested in our tropical climate as much as they are interested in our culture, which is second to none. Our culture best sets us apart from other destinations, and our campaign reflects that," said Leah Chandler, Chief Marketing Officer of Discover Puerto Rico. "We want travelers to get to know Puerto Rico and have an authentic experience of the Islands culture with so much to offer in its gastronomy, music, values, and Caribbean heritage that mixes many world flavors."

The launch comes after a tour through the United Kingdom, Spain, and Germany, in which Discover Puerto Rico conducted interviews and meetings with business executives and European media promoting travel to the Island.

Discover Puerto Rico annually invests about \$20 million in marketing in the United States and several European countries. The investment is expected to double with the allocation of American Rescue Plan Act (ARPA) funds to promote the Island as a destination and encourage economic recovery. These additional temporary funds will allow Puerto Rico to extend its advertising to the entire United States and improve its penetration, especially in emerging or existing markets with direct flights to the Island.

The international campaign also goes hand in hand with a recent increase in flights between San Juan and Madrid announced by the airline Iberia and the Puerto Rico Tourism Company. About 5% of passengers arriving at Luis Muñoz Marín airport come from international flights. Before the COVID-19 pandemic, that percentage was around 10%.

The launch of the Live Boricua campaign will be one of the topics that will be discussed on Monday, June 13, during a forum organized by Discover Puerto Rico for professionals in the tourism industry and specialized media. During the event, panelists will discuss community-led tourism, brand repositioning, destination marketing, content production, and the economic value of tourism in local communities.

The event will feature Aaron Wodin-Schwartz, Sr. Vice President of Public Affairs for Brand USA; Brad Dean, CEO of Discover Puerto Rico; Michael George, National Geographic photographer; Bryan Kinkade, VP, Publisher of AFAR Media; Helen Marano, director of the Travel Foundation, and Jane McFadzean, CEO executive of Suitcase Magazine, among others.

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