



DISCOVER  
*Puerto Rico*

## Research Update

### Research Update - November 16, 2022

Discover Puerto Rico has completed the third wave of a quarterly visitor profile study that uses intercepts throughout the Island, including in Old San Juan, Distrito T-Mobile, Ponce, and the San Juan International Airport. While Discover Puerto Rico uses geolocation tracking to understand visitor origins, this provides an understanding of visitor motivations, trip-specific data, and a detailed demographic profile.

DiscoverPuertoRico.com continues to serve as the top tool for overall destination information as 31% of visitors confirm visiting the site before arriving on the Island and 13% during their visit. Although slightly more than half of the respondents have visited the Island before, 96% indicate they are likely to be repeat visitors to Puerto Rico. The booking window for most visitors continues to be rather short, with most visitors booking 1-2 months prior to arrival with 33% booking within two weeks of arrival.

[Click here for full access](#) to the visitor profile report, also available in the Industry Portal at [www.DiscoverPuertoRico.com/industry](http://www.DiscoverPuertoRico.com/industry)

# VISITOR PROFILE STUDY Q3 RESULTS AVAILABLE

INCLUDES DEMOGRAPHIC DATA AND TRAVEL DETAILS



## Gender

Female: 60%  
Male: 40%



## Marital Status

Married/partnered: 56%  
Single: 31%



## Average Age: 46.2

Gen Z: 9%  
Millennials: 33%  
Gen Xers: 33%  
Boomers or older: 25%



## Ethnicity

White/Caucasian: 63%  
Hispanic/Latina: 25%  
Black/African Americans: 13%  
Asian: 4%



## Household Income

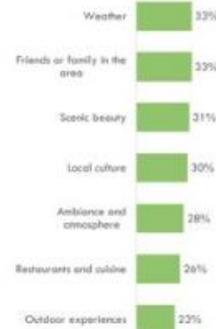
\$132,573



## Children in Household

Under 18: 30%

## TOP SELECTION FACTORS



Destination  Analysts

This data from the Visitor Profile study allows Discover Puerto Rico to target consumers most likely to travel in the coming months. Specifically, to support the South and West regions of the Island most impacted by Hurricane Fiona, Discover Puerto Rico can evaluate the data specifically for visitors who have a propensity to visit these areas.

Before the hurricane, hotels in Q4 were booking 15% above the same time a year ago and rentals 11% higher compared to the same period in 2021. Though there were few cancellations, new bookings were slow for about four weeks. Since that time, data from TravelClick shows that the week-over-week hotel pickups have averaged 18%. This is five points higher than the same period a year ago.

Rentals continue to book below the same period from a year ago though they were outpacing 2021 demand prior to Fiona.

## IMPACT OF FIONA ON BOOKING PACE

HOTELS CONTINUE TO BOOK AHEAD OF 2021 BUT PACE HAS SLOWED

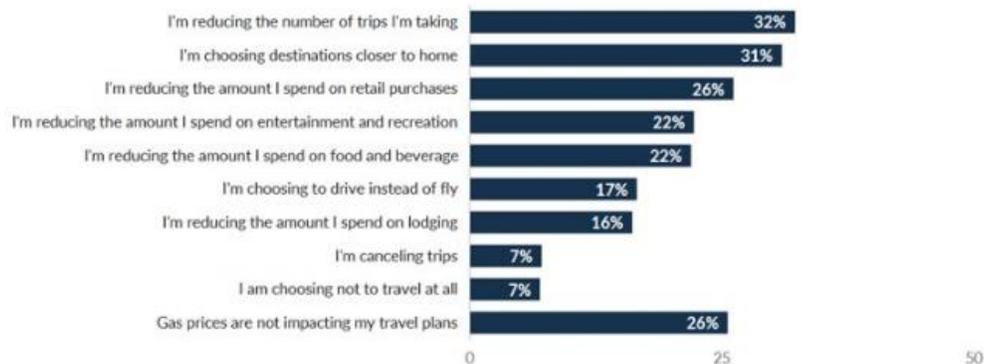


Though the Omicron variant of COVID-19 suppressed travel in Q4 2021 and Q1 2023, concerns about personal finances and the price of transportation are currently top of mind for consumers. In the November “Travel Sentiment Study” from Longwoods International, more than a quarter of travelers indicated transportation costs would greatly impact their decision to travel.

While the average price of gas has come down since highs in June, consumers continue to indicate the price of fuel is impacting their travel plans. While some consumers are choosing not to travel at other, most are making adjustments – both in the types of trips they take and in how they spend. Nearly a third indicate they are reducing the number of trips they take or staying closer to home. The price of fuel is impacting airline prices as well, with 17% of consumers indicating they will choose drive rather than fly trips.

## IMPACT OF GAS PRICES ON TRAVEL PLANS

TRAVELERS MAY CHOOSE TO REDUCE TRIPS OR STAY CLOSER TO HOME



Puerto Rico

Longwoods  
INTERNATIONAL

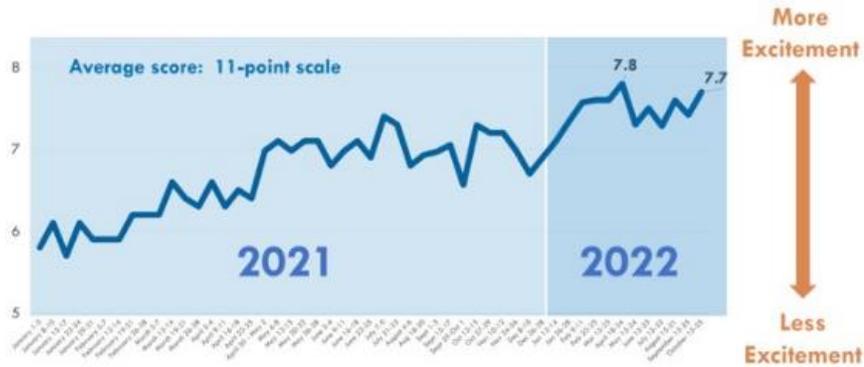
Concerns about financial position is not deterring consumer interest in travel overall. The November “State of the American Traveler” from Destination Analysts indicates that excitement for leisure travel in the next 12 months is near February 2022 levels, the highest recorded in the study for the last three years.

However, this excitement for travel is tempered with the expectation that the U.S. will enter a recession soon, with two-thirds now believing this economic outcome to be imminent. As a result, American travelers are being careful with their money and expect to reduce overall expenditures on travel.

While more than half of respondents say travel is a priority in their budget, this metric has hit a 10-month low (at 54%) and the percentage saying the present is a good time to spend on travel is the lowest it has ever been since Destination Analysts began asking the question in July 2021 (at 25%). The top deterrents to travel Americans report continue to center around financial concerns and cost issues.

# INCREASE IN TRAVEL EXCITEMENT

DESPITE INCREASE IN ECONOMIC CONCERNS, TRAVEL EXCITEMENT ON THE RISE



WHICH BEST DESCRIBES HOW EXCITED YOU ARE ABOUT LEISURE TRAVEL IN THE NEXT 12 MONTHS?



Destination Analysts

For more information on projects, milestones and partnership opportunities, visit Discover Puerto Rico's industry Portal, [www.discoverpuertorico.com/industry](http://www.discoverpuertorico.com/industry)