



Discover Puerto Rico launches initiative to update Google Street View images of tourist attractions

This platform, used by 80% of travelers, has not had a significant update since 2016

San Juan, Puerto Rico, November 30, 2022 – Discover Puerto Rico and marketing firm Miles Partnership launched a photographic project that, in its current phase, is capturing 360 and aerial images of some of Puerto Rico's main tourist attractions and publishing them on the Google Street View platform that feeds Google Maps and Google Earth.

The project, part of the initiative La IDEA (Island Digital Education Academy), will expand these free photographic services to points of interest and businesses that have completed their profile optimization on the leading platforms used by travelers to select their destinations and plan their trips, such as Google, Tripadvisor, and Yelp, among others.

The last major update of Street View on Puerto Rico was in 2016. Since then, new attractions have been developed, new commercial offerings have been created, and the streets in many tourist areas have changed and improved. Google Maps is used by about 80% of travelers.

"This is a way we project in a very authentic way to visitors our destination attractions and business offerings. Our marketing is strengthened when businesses are successful in their own marketing through the digital platforms that visitors use. That's the objective behind La IDEA. If our businesses market themselves successfully, our destination triumphs," said Leah Chandler, Discover Puerto Rico's Chief Marketing Officer.

"Updating Google Street View is important for Puerto Rico to not only showcase vibrant new developments such as Distrito T-Mobile, but because doing so also updates the Google Maps that visitors and locals alike depend on for navigation and to discover new local businesses. This is a natural next step for the award-winning La IDEA program," said David Burgess, President & CEO of Miles Partnership.

The image capture began in late November in the San Juan metropolitan area. In addition to the Distrito T-Mobile and its 12 restaurants, among the places where content capture has already begun are the Mall of San Juan, Paseo Caribe, Lote 23, Bahía Urbana, Casa Bacardi, and the communities of Miramar, Cataño, and Condado (Ashford Avenue).

The initiative will expand to other areas of Puerto Rico in 2023, starting with points of interest in other regions and the nearly 700 businesses that completed the first phase of the La IDEA program. This initiative, financed with funds from the federal American Recovery Act, has already impacted 26 towns and over 3,000 businesses on the Island.

The initial images that began to be taken at the end of November were made by one of Street View's main collaborators, with experience in these types of photography in Saudi Arabia and in different cities in Europe and Africa. For more information about the La IDEA initiative, visit www.laidea.com or participate in the regional workshops.

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