



"Live Boricua" Campaign wins Excellence Award at the International Tourism Fair in Spain

The initiative promotes travelers to have an authentic experience of Puerto Rican culture

San Juan, Puerto Rico, January 18, 2023 – Discover Puerto Rico's Live Boricua campaign was bestowed today with the Excellence Awards on Tourism, a recognition given each year during the International Tourism Fair (Fitur) to promote the best cultural, gastronomic, and tourism projects.

The campaign was rolled out in 2022 when Hurricane Fiona hit the Island. Nevertheless, it delivered a record-breaking year for the Puerto Rican tourism industry with 91,500 jobs in the leisure and hospitality sectors, \$ 1.4 billion in lodging income, and more than 10 million passengers going through the Luis Muñoz Marín airport.

"We are honored by this recognition that highlights the talent of our marketing team and the campaign that focuses on our culture and hospitality as the most beautiful and distinctive assets. Our landscape is beautiful, but more beautiful is our people and the culture that makes us Puerto Ricans so proud of our Island and heritage. We want travelers to visit us, taste our food, drink our cocktails, dance to our music, and have an experience like a local," said Edward Zayas, Chief Strategy Officer of Discover Puerto Rico.

"The Live Boricua campaign highlights everything we are and offer to the world from Puerto Rico. We are a spectacular destination which each of the 78 municipalities of our Island offering its charms and distinctive attractions and providing various options for entertainment and relaxation. Discover Puerto Rico's initiatives, supported by the work of the Puerto Rico Tourism Company, have confirmed that Puerto Rico's tourism offer is world-class. I am infinitely grateful to Excelencias Group for choosing the Live Boricua campaign as the recipient of this distinguished award. I congratulate Discover Puerto Rico for placing our Island among the leading destinations worldwide," said Governor Pedro Pierluisi, who received the award along with Zayas.

"We are delighted with this recognition that reaffirms the reception of our marketing efforts. Live Boricua has generated great results for our industry, attracting visitors and driving demand to our tourism offerings," said Leah Chandler, Chief Marketing Officer of Discover Puerto Rico.

Discover Puerto Rico began today its participation in the business-to-business sessions at the International Tourism Fair (Fitur) with over 35 meetings with media and industry partners and with the celebration of promotional events for tourism writers, influencers, and executives from the leading companies in Europe.

Discover Puerto Rico had a seven-person delegation, including three associates from our European public relations agency, Hills Balfour. The meetings sought to resume some promotional collaborations with companies that sell vacation packages to European travelers and promote Puerto Rican visitors' attractions, especially those cultural expressions that give you a taste of the Boricua way.

"This is the most important international trade fair in Spain, and we always have a delegation here because this is a great piece in our efforts to attract European travelers to Puerto Rico. On this occasion, Governor Pedro Pierluisi's participation draws special attention to our destination during exhibitions and meetings



with business leaders because it clearly shows the priority that tourism has in the economic development of Puerto Rico," said Zayas.

Discover Puerto Rico focused its work on meetings with media, businesspeople, and international delegations. During the last fiscal year, Discover Puerto Rico participated in 145 trade shows in 46 United States, Europe, Mexico, and South America cities.

At least six commercial agreements were made with companies specialized in selling travelers' packages in the European market and with travel agency networks in Spain. With an investment of \$309,296 from Discover Puerto Rico, those agreements generated around \$12.5 million in visitor spending.

These sales and promotional initiatives included Viajes El Corte Inglés, Ávoris, Logitravel, and Destinia.

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