

DiscoverPuertoRico.com Listings, Deals and Events Database Qualifications



Listing Database Guidelines

These guidelines were developed based on user research to determine the types of information users expect to find on DiscoverPuertoRico.com. They will help you determine if your listing is a good fit for the DiscoverPuertoRico.com Listing and Events database.

Our goal is to provide information for visitors on fun and exciting things to see and do while traveling to Puerto Rico, so we urge you to use compelling, descriptive language in your entry. While there are many terrific destinations and events taking place across the island, we ask you to only submit listings that will draw visitors from outside the island. Listings must be tourism-related business and do business in Puerto Rico.

Businesses that provide a service requiring a license must be licensed in Puerto Rico and should mention their licenses in their listing, so tourists will know yours is a legitimate business and a safe experience to enjoy. Any adventure providers should also be duly certified by the concerning agencies, insured, and licensed appropriately.

All businesses featured on the website must be in good standing with the Puerto Rican government and not be in default.

Discover Puerto Rico reserves the right to approve, edit, and/or reject any listing submission. After submitting your listing, you will receive an email letting you know the status of your listing submission.

Please, contact us directly with any questions or concerns at website@discoverpuertorico.com, and we will happily provide additional guidance.

Businesses generally not eligible for our tourism database:

- National chain/franchised restaurants
- Standard retail establishments (i.e. grocery stores, hardware stores, pharmacies)
- Organizations, groups, clubs, etc.
- Businesses that do not have a physical address in Puerto Rico
- Motels
- Independent rentals with shared spaces (e.g., individual rooms in private residences)

Independent rentals guidelines:

- Must be registered with the Puerto Rico Tourism Company (PRTC)
- Have an informational website
- Provide guests with 24/7 support from a local host
- To be considered for being listed, independent rentals' owners or property managers will be required to provide their hotelier number and asked to fill out a questionnaire to disclose additional qualifying important information.

Tourism event guidelines:

- Events organized to appeal to travelers from outside the island
- Prominent events open to the general public
- Events actively marketed to audiences outside the island
- Events showcasing a town's unique character or heritage
- Holiday events that include activities of interest to travelers

Events generally not eligible for our event database:

- Events closed to any segment of the general public for any reason
- School or college events; student events
- Civic, club and community meetings, conferences and activities
- Family or class reunions; church bazaars, picnics and special events
- Retail sales and yard sales
- Easter egg hunts, photos with Santa, etc.
- Pageants
- Special admission deals and offers
- Exceedingly localized events/fundraisers
- Multiweek classes/workshops/summer camps
- Private or members-only events
- Events open only to home-school students
- Sexualized events

Deals and special offers guidelines

- Deals & special offers functionality will only be available for accommodations, tourist attractions, DMCs, and tour operators.
- Deals & special offers must specify purchase & redemption methods, validity period, and if the amount of deals available is limited
- Offers must contain a booking method which could be a phone number, link to reservations or email address
- No local only offers
- Deals must target only the leisure traveler
- All offers are subject to availability at time of booking

- Deals and special offers must be redeemable in the same business that's promoting it, not in third parties
- DPR will not promote games, raffles, or contests

Minimum deal requirements:

- For hotels, paradors, and bed & breakfasts:
 - Get a free night after a minimum length of stay [Minimum 3-night stay]
 - A hard dollar discount or credit which could be based on a minimum length of stay [Minimum 3-night stay, up to 25% off]
 - Early check-in, late check-out, free breakfast, etc. can be additional perks to the main deal
 - Deal restrictions:
 - all nights must be consecutive
 - offer cannot be combined with other discounts
 - resort charge applies to all nights including the free night
 - offer not valid on previously booked rooms
- For vacation rentals:
 - Get a free night after a minimum length of stay [Minimum 5-night stay]
 - A hard dollar discount or credit which could be based on a minimum length of stay [Minimum 5-night stay, up to 25% off]
 - Deal restrictions:
 - all nights must be consecutive
 - offer cannot be combined with other discounts
 - resort charge applies to all nights including the free night
 - offer not valid on previously booked rooms
- For DMCs and tour operators:
 - Get a specific discount (% or \$) when you purchase a tour or experience [10% off minimum]
 - Offer 10% minimum can be achieved by required minimum purchase, i.e. buy one, get one half off; or buy three and get 4th free; etc.
 - offer cannot be combined with other discounts
- For attractions:
 - Get a specific discount (% or \$) when you purchase a ticket [10% off minimum]
 - Offer 10% minimum can be achieved by required minimum purchase, i.e. buy one, get one half off; or buy three and get 4th free; etc.
 - offer cannot be combined with other discounts