



Discover Puerto Rico's analysis shows that 2024 started with double-digit increases in the booking pace of hotels, short-term rentals, and air travel

*In 2023, the industry improved across all its major indicators for the third year.*

**San Juan, Puerto Rico, February 8, 2024** – The booking pace for the first two quarters of 2024 shows healthy increases in airline tickets, hotel lodging nights, and short-term rentals. Bookings with Puerto Rico as the destination for the first quarter of 2024 were 27% higher than in 2023, according to an analysis by Discover Puerto Rico using Jan. 22 data from TravelClick, Keydata and Forward Keys. Similarly, hotel bookings were up 14%, and short-term rentals were up 34%. An upward trend is also perceived for the year's second quarter, with hotels increasing to 27%.

"This progress is not only in lodging income or visitation. We are seeing increasing jobs in the leisure and recreation sectors. Leisure travel improved, and the events industry is achieving solid years, with 2023 reaching the highest number of events ever in the Puerto Rico Convention Center," said Brad Dean, CEO of Discover Puerto Rico.

Since 2021, Puerto Rico has surpassed its records every year. In 2023, the industry surpassed the prior year in passenger arrivals (19%), lodging demand (11%), lodging revenue (15%) and room tax (15%).

"U.S. domestic markets are expected to have moderate growth, but as seen in previous years, Puerto Rico will grow faster than the U.S. mainland," said Laressa Morales, Director of Research and Analysis for Discover Puerto Rico.

In 2023, Discover Puerto Rico and our industry partners attracted 423 events with bookings equivalent to 198,741 room nights. This represents a 10% jump. "All metrics surpass what was once our best year, putting us on track for even greater successes in 2024," said Ed Carey, Chief Sales Officer of Discover Puerto Rico. Leah Chandler, Chief Marketing Officer of Discover Puerto Rico, reported on the development of the Live Boricua Campaign, the latest metrics of brand health, and promotional initiatives that are being executed with productions or outlets like The Points Guy, Jimmy Kimmel Live! and Condé Nast, among others. Chandler also discussed future promotional initiatives like the development of Live Boricua and a special familiarization trip with 20 influencers from different markets experiencing Puerto Rico and capturing their experiences on platforms such as Instagram and TikTok.

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