



2024 starts surpassing record years in the tourism industry

Discover Puerto Rico market research shows that reservations for the second and third quarters are also showing growth

San Juan, Puerto Rico, April 18, 2024 – 2024 started with increases in passenger arrivals, lodging demand for hotels and short-term rentals, and new jobs in the leisure and hospitality sectors, according to market data compiled by Discover Puerto Rico.

By the end of March, expected reservations for the second quarter are 2% over last year in hotels, 23% in short-term rentals, and 13% in flights to Puerto Rico processed from outside the Island. Bookings paced with even greater growth for the third quarter, explained Laressa Morales, Director of Research and Analysis of Discover Puerto Rico.

“Some of the most frequently asked questions we receive are whether this growth will be sustained and whether we will have another record year. We are pleased to share that in the first months of 2024 we see that tourism continues the upward trajectory and continues to strengthen,” said Morales during Discover Puerto Rico’s Industry Update Report webinar.

“We have witnessed unprecedented growth that surpasses even the remarkable records set the previous years. This outstanding achievement is a testament to the hard work, dedication, and innovation of all those involved in promoting our island as a premier tourist destination and a resilient industry and a strain of entrepreneurs who see in tourism great opportunities to progress and develop the Puerto Rican economy,” said Fernando Rodríguez, Chief Financial Officer of Discover Puerto Rico.

The evolution of the “Live Boricua” campaign was also announced during the webinar. The new ads feature Puerto Rican talents and invite travelers to discover local attractions. These ads will be combined with previous versions included in the campaign and aired in the 18 main Puerto Rican tourism markets and international markets.

Discover Puerto Rico also reported the promotions that Discover Puerto Rico carried out in February with the production of Jimmy Kimmel Live! generated an advertising value of \$989,000. The project had an investment of \$440,000.

These promotions joined a packed agenda full of activations and promotional tours for journalists, influencers, and media outlets focused on travel. These efforts generated publications or articles with an ad value of over \$136 million, and topics included in the publications covered all regions of Puerto Rico.

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