



## **Discover Puerto Rico Opens Request for Proposals Process for International Public Relations and Creative Services Agencies**

*The organization seeks to strengthen its position as a tourist destination of excellence worldwide*

**San Juan, Puerto Rico, August 13, 2024**— Discover Puerto Rico initiated a request for proposals (RFP) process for creative and international public relations services to elevate Puerto Rico’s profile as a world-class tourist destination.

The selected creative agency will be responsible for innovating, developing, and executing impactful campaigns and promotional messages. Additionally, the agency will design collateral materials, create trade fair stands, and undertake other assigned creative tasks to enhance the destination’s visibility and appeal.

The public relations agency will be tasked with elevating and amplifying Puerto Rico's brand, ensuring it remains top of mind of international travelers through an innovative, research-based media and sales strategy. This agency will represent and support Puerto Rico in established markets such as Canada, Spain, the United Kingdom, and Colombia, as well as in markets with exploratory initiatives such as Italy, Brazil, and Ireland. Interested companies must submit proposals covering all markets, as individual markets cannot be proposed as stand-alone projects.

The primary role of this representation is to increase tourism and general awareness of Puerto Rico among the media, the travel trade, and consumers in the markets.

Ten (10) printed copies of the proposals must be delivered to the Discover Puerto Rico office by 5:00 p.m. on Friday, September 6, 2024, at the Ochoa Building on De la Tanca street in San Juan. Additionally, an electronic copy must be sent by 5:00 p.m. on Friday, September 6, 2024, to [InternationalRFP@discoverpuertorico.com](mailto:InternationalRFP@discoverpuertorico.com) or [CreativeRFP@discoverpuertorico.com](mailto:CreativeRFP@discoverpuertorico.com).

Agencies interested in learning more can find the details, including requirements and timelines, on [RFPs & RFQs | Discover Puerto Rico](#).

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Contact: [ricardo.cortes@discoverpuertorico.com](mailto:ricardo.cortes@discoverpuertorico.com) / [janid.ortiz@discoverpuertorico.com](mailto:janid.ortiz@discoverpuertorico.com)