



DISCOVER
Puerto Rico

Discover Puerto Rico August Industry Update



AUGUST 19, 2024

August 2024 Industry Update

01



BRAD DEAN

Chief Executive
Officer

02



LARESSA MORALES

Director of Research
and Analytics

03



GLORIANNA YAMIN

Vice President
of Marketing

04



ED CAREY

Chief Sales
Officer

05



JANID ORTIZ

Industry Affairs
Director



Overview

BRAD DEAN

Chief Executive Officer



Research & Statistics

LARESSA MORALES

Director of Research & Analytics

YEAR-TO-DATE INDUSTRY METRICS ESTIMATES

RESULTS AS OF JULY 2024



LODGING REVENUE

(STR & AIRDNA)

+8%

VS. 2023



AIR PASSENGERS

(AEROSTAR)

+10%

VS. 2023



HOTEL DEMAND

(STR)

+3%

VS 2023



**SHORT-TERM
RENTAL DEMAND**

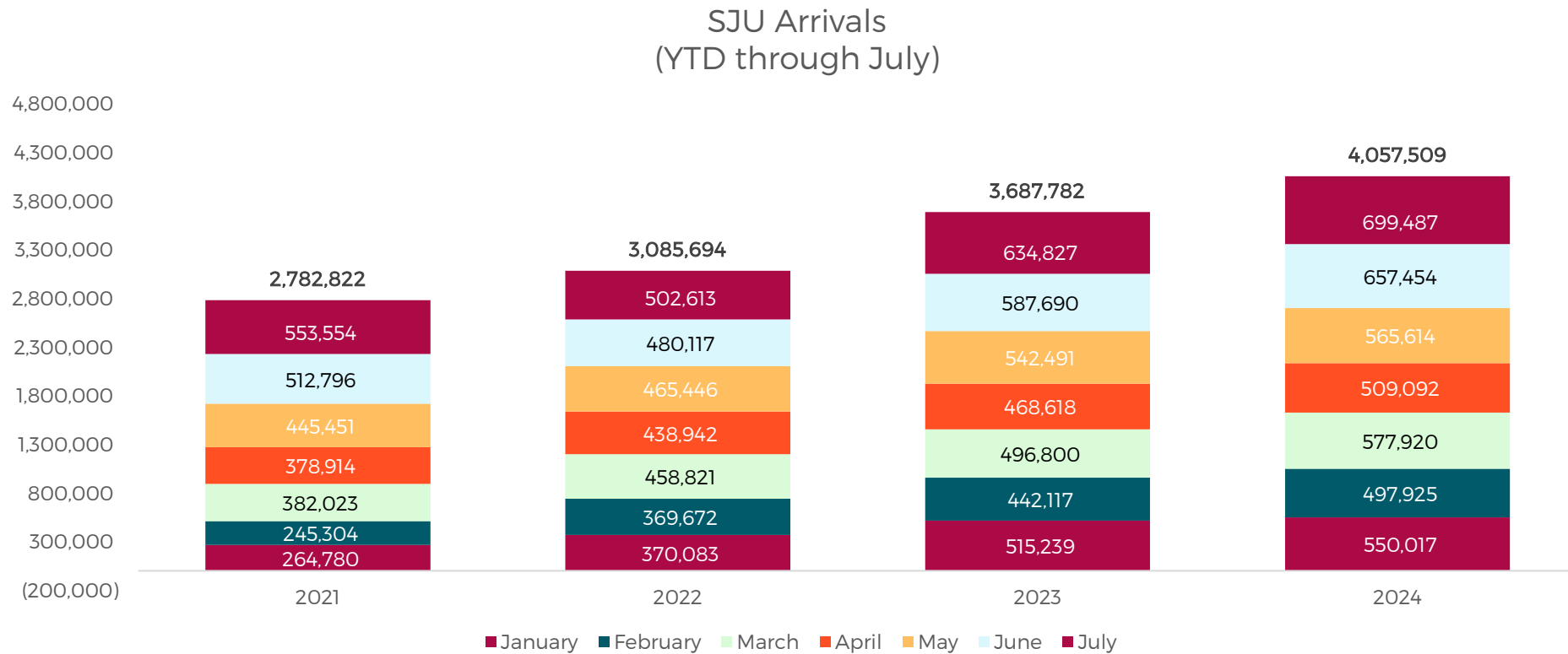
(AIRDNA)

+15%

VS 2023

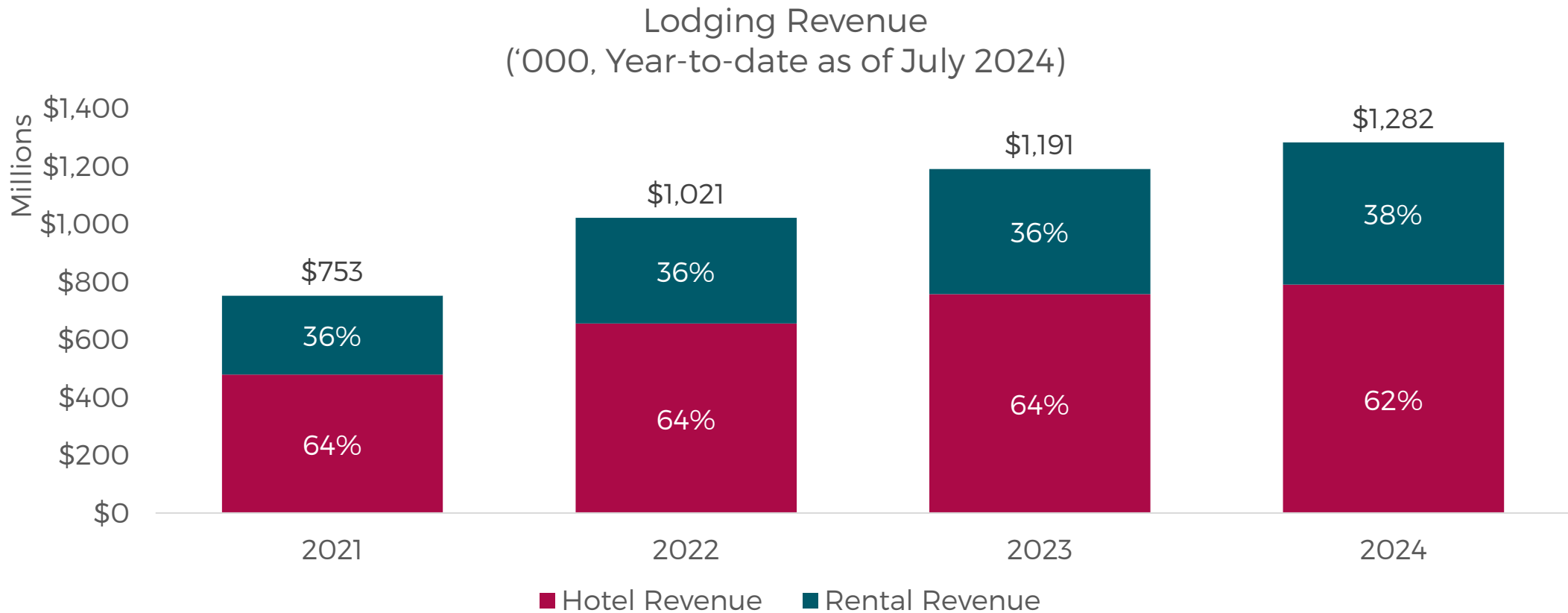
RECORD AIR ARRIVALS AT SAN JUAN AIRPORT

YTD AIR ARRIVALS UP 10% AT SJU THROUGH JULY



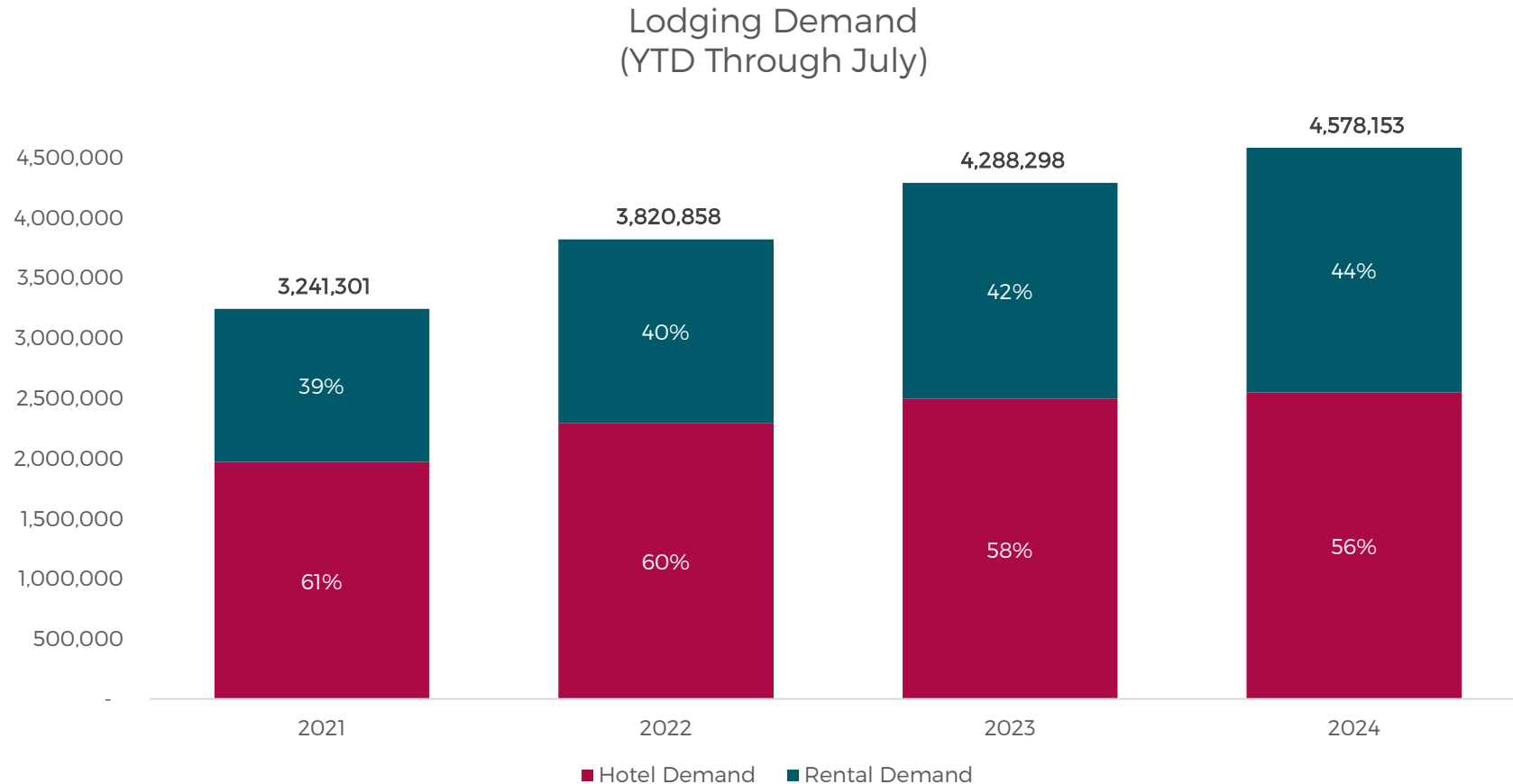
LODGING REVENUE

STEADY RATES AND RENTAL DEMAND SUSTAIN REVENUE GROWTH, UP 8%



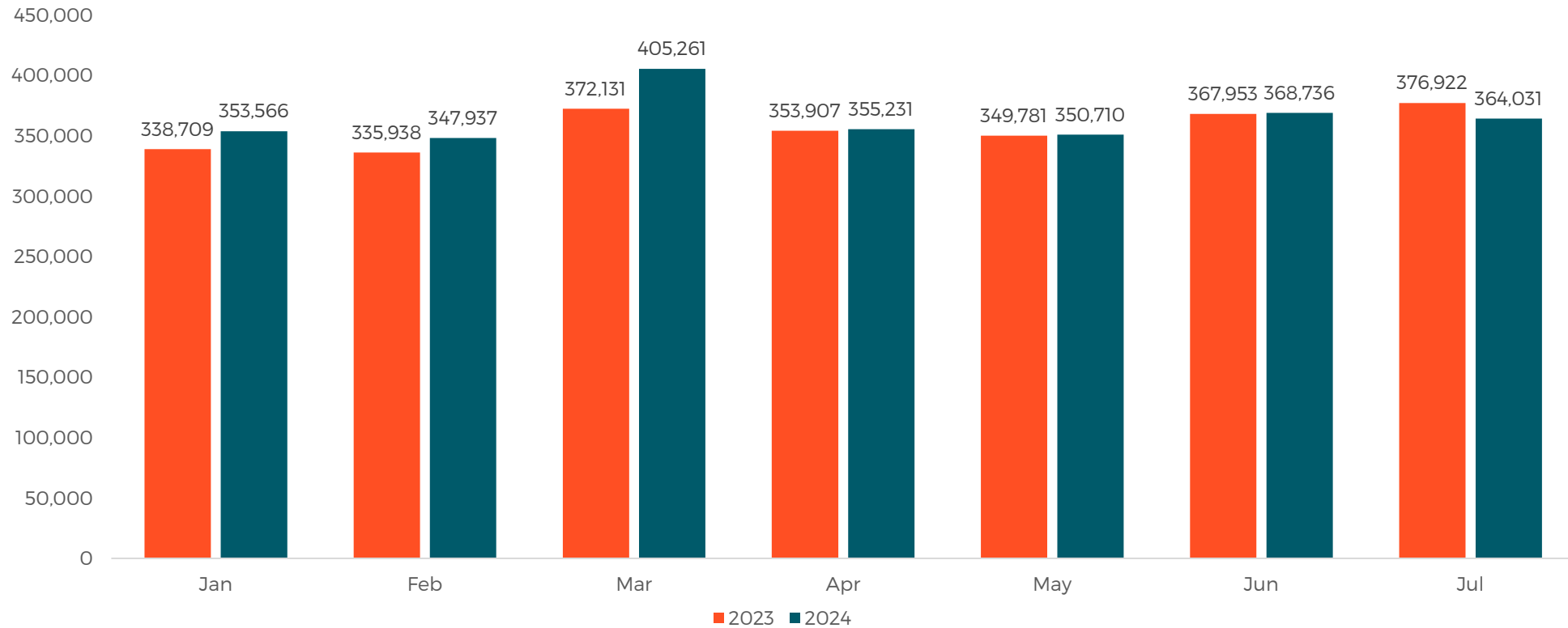
LODGING DEMAND

RENTALS CONTINUE TO OUTPACE HOTEL DEMAND GROWTH



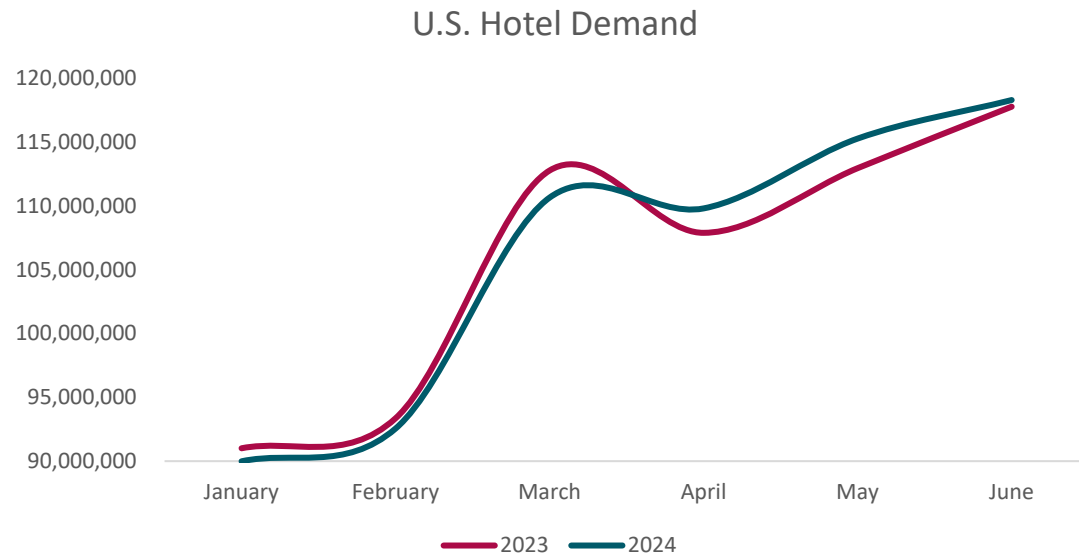
HOTEL LODGING DEMAND TRENDS

Hotel Demand Monthly Trend
Jan - Jul



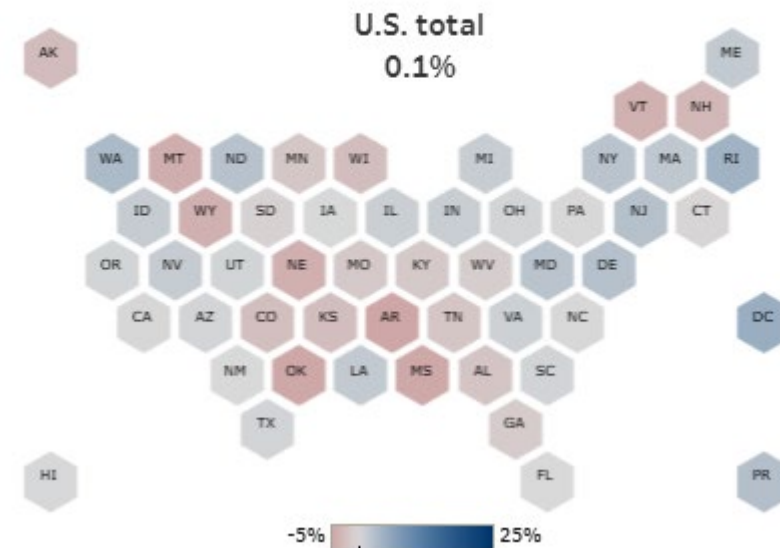
U.S. HOTEL DEMAND FACES HEADWINDS, PICKUP IN Q2

YTD U.S. HOTEL DEMAND +0.1% COMPARED TO 2023



Lodging Demand by State

June, 2024 (Year-to-Date), % change YOY

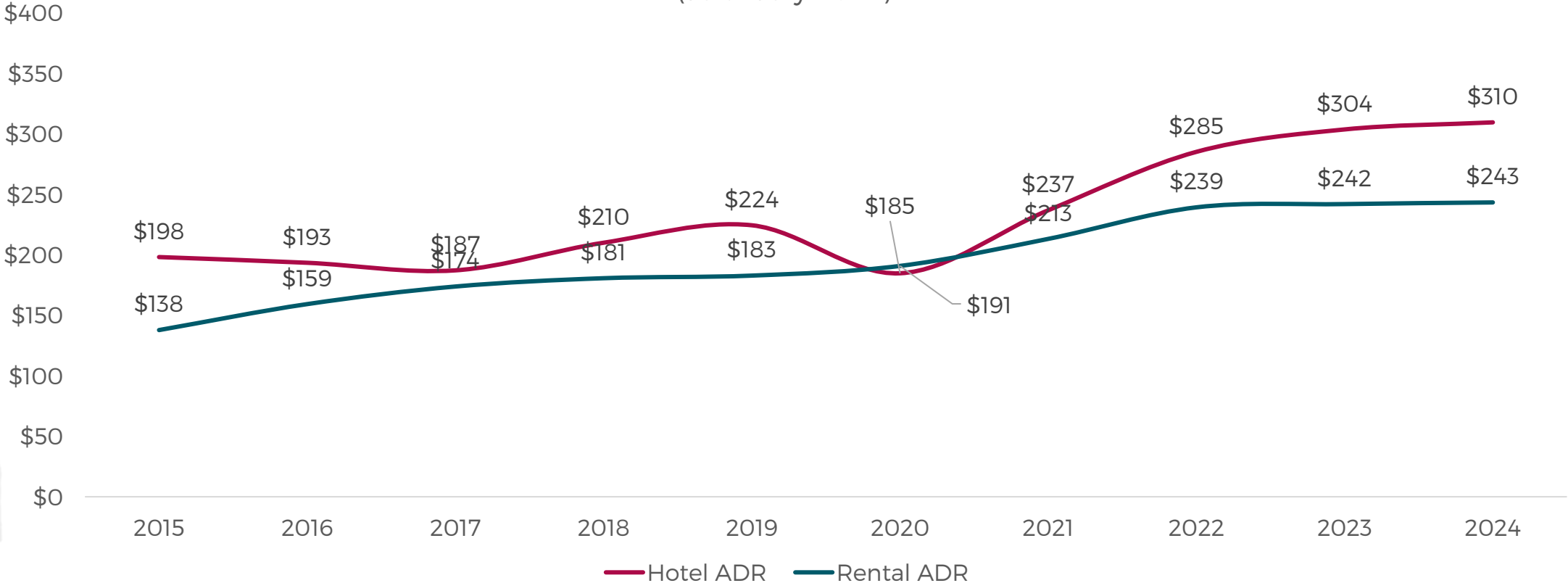


↗ +0.1%

YTD vs. Previous Year

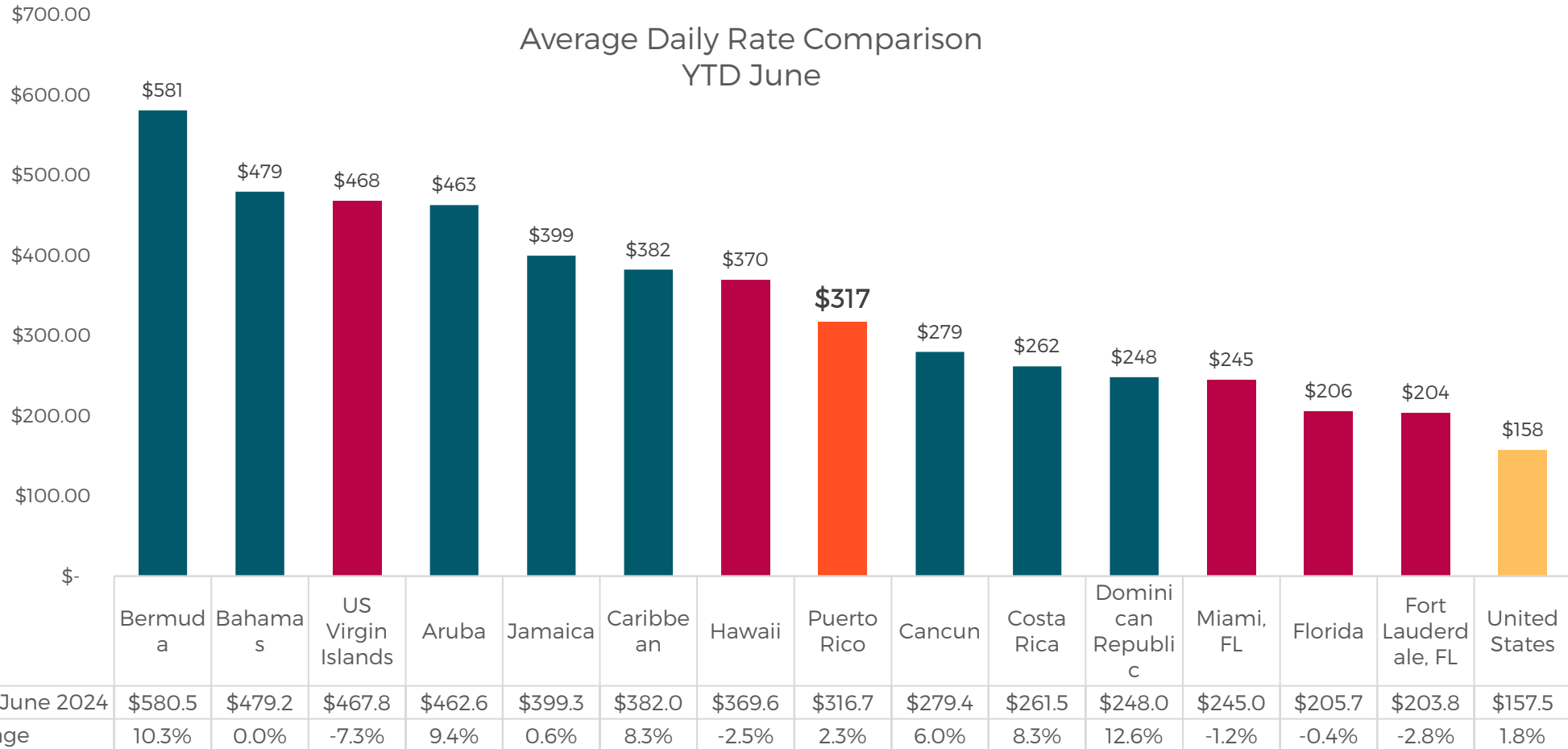
AVERAGE DAILY RATES

Year-To-Date Average Rates
(as of July 2024)



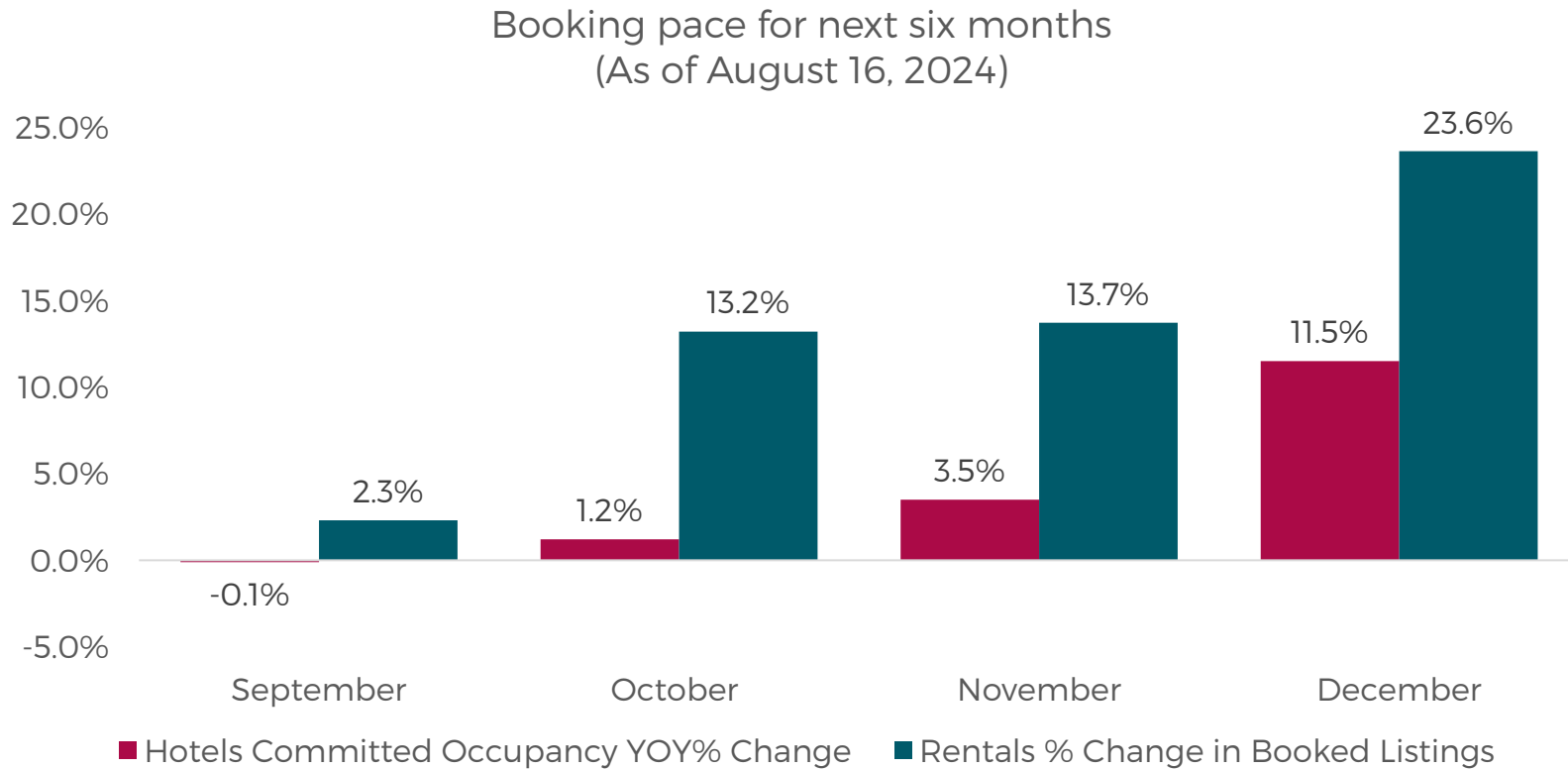
HOTEL ADR COMPARISON

KEY U.S. COMPETITORS SHOW YOY DECLINE; CARIBBEAN MARKETS INCREASE



BOOKING PACE

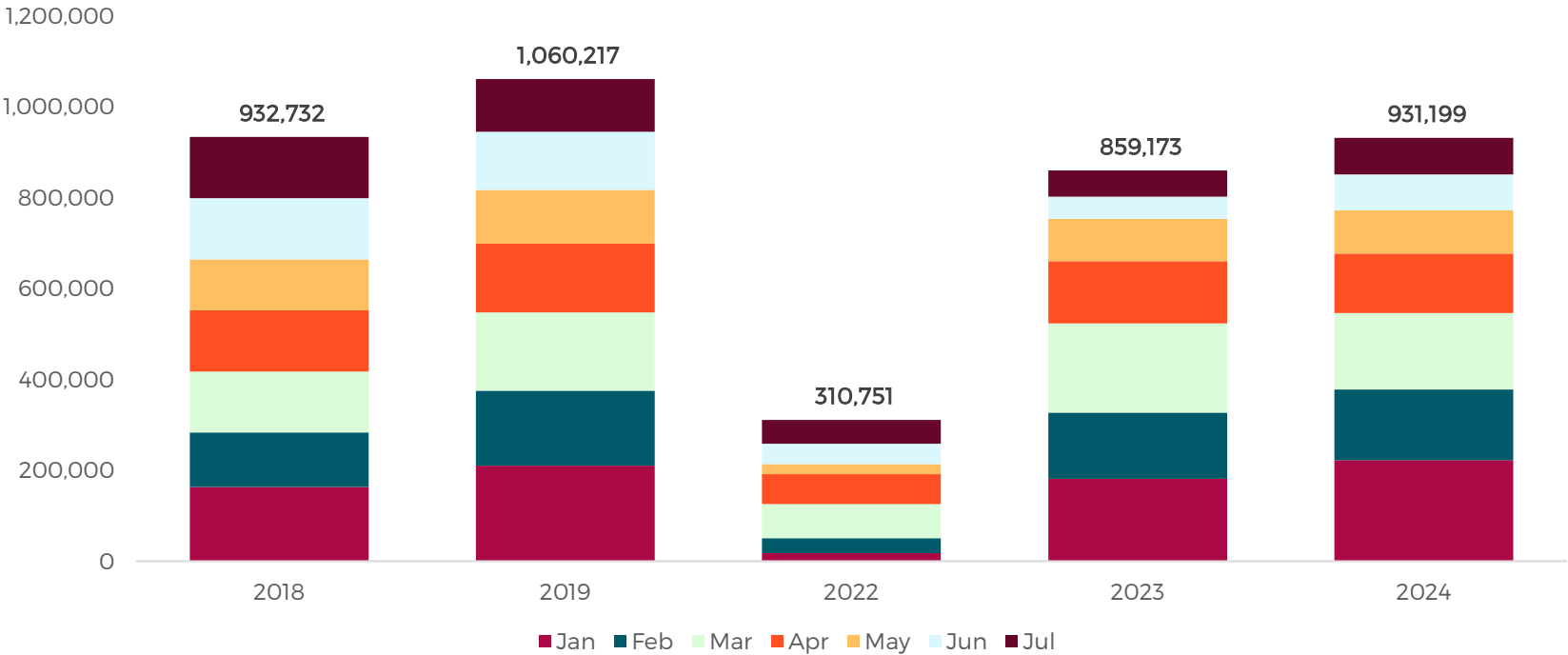
POSITIVE OUTLOOK TOWARDS END OF YEAR



CRUISE VISITS SURPASS 2023

ARRIVALS HAVE INCREASED 8% THROUGH JULY, REACHING 88% OF 2019'S RECORD

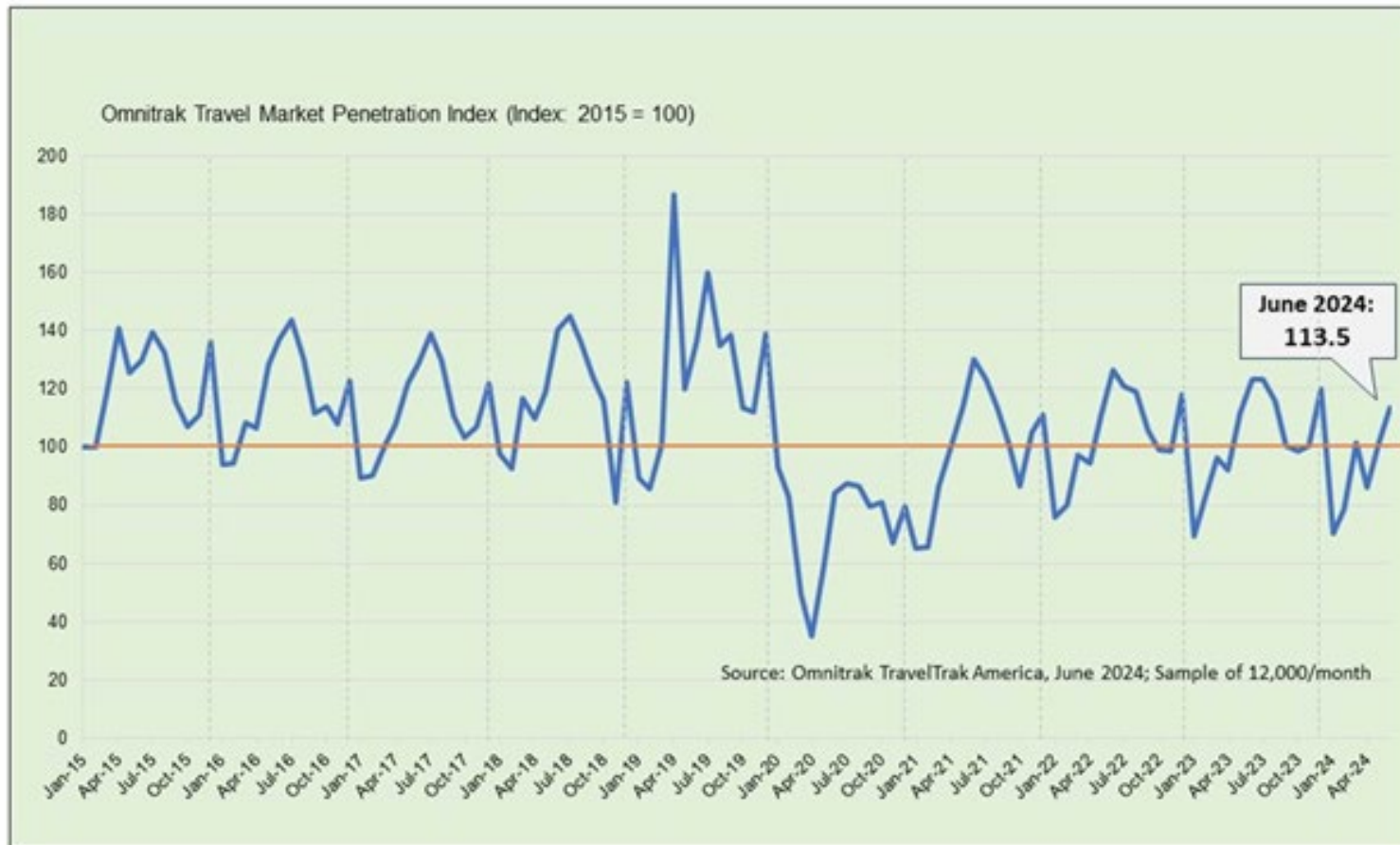
San Juan Cruise Ship Arrivals
(Year-To-Date through July)



SUMMER TRAVEL INSIGHTS

STRONG JUNE BUT BELOW PRIOR YEARS

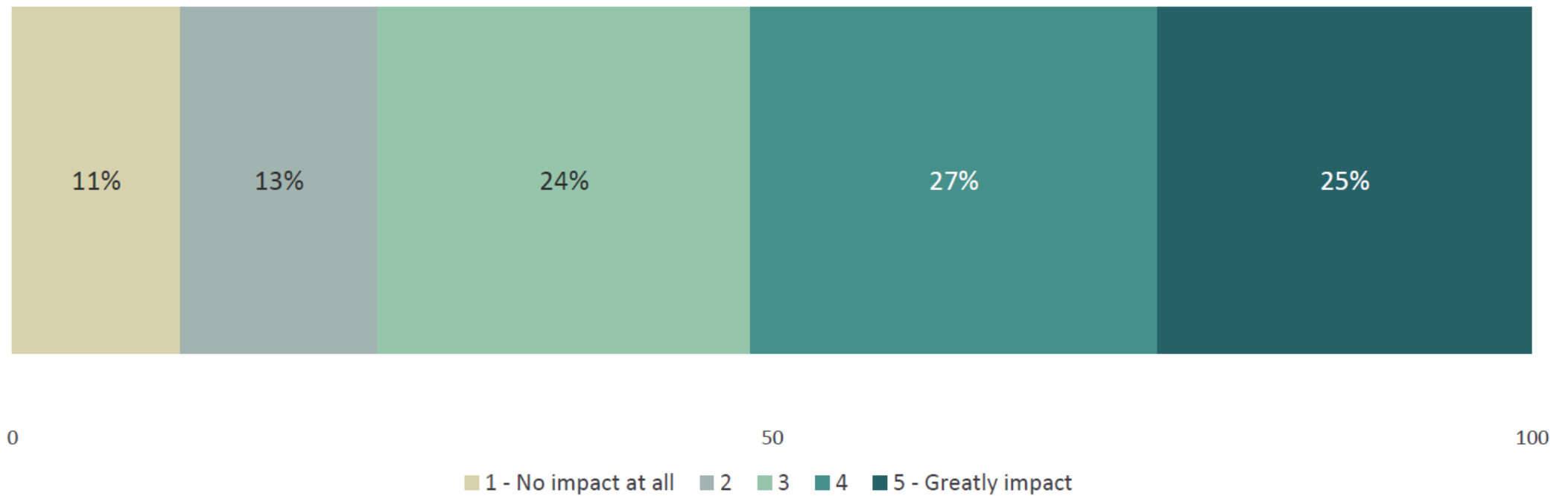
Overall travel demand kicks off summer with a seasonal increase in June, but demand falls short of prior year levels.



IMPACT OF INFLATION

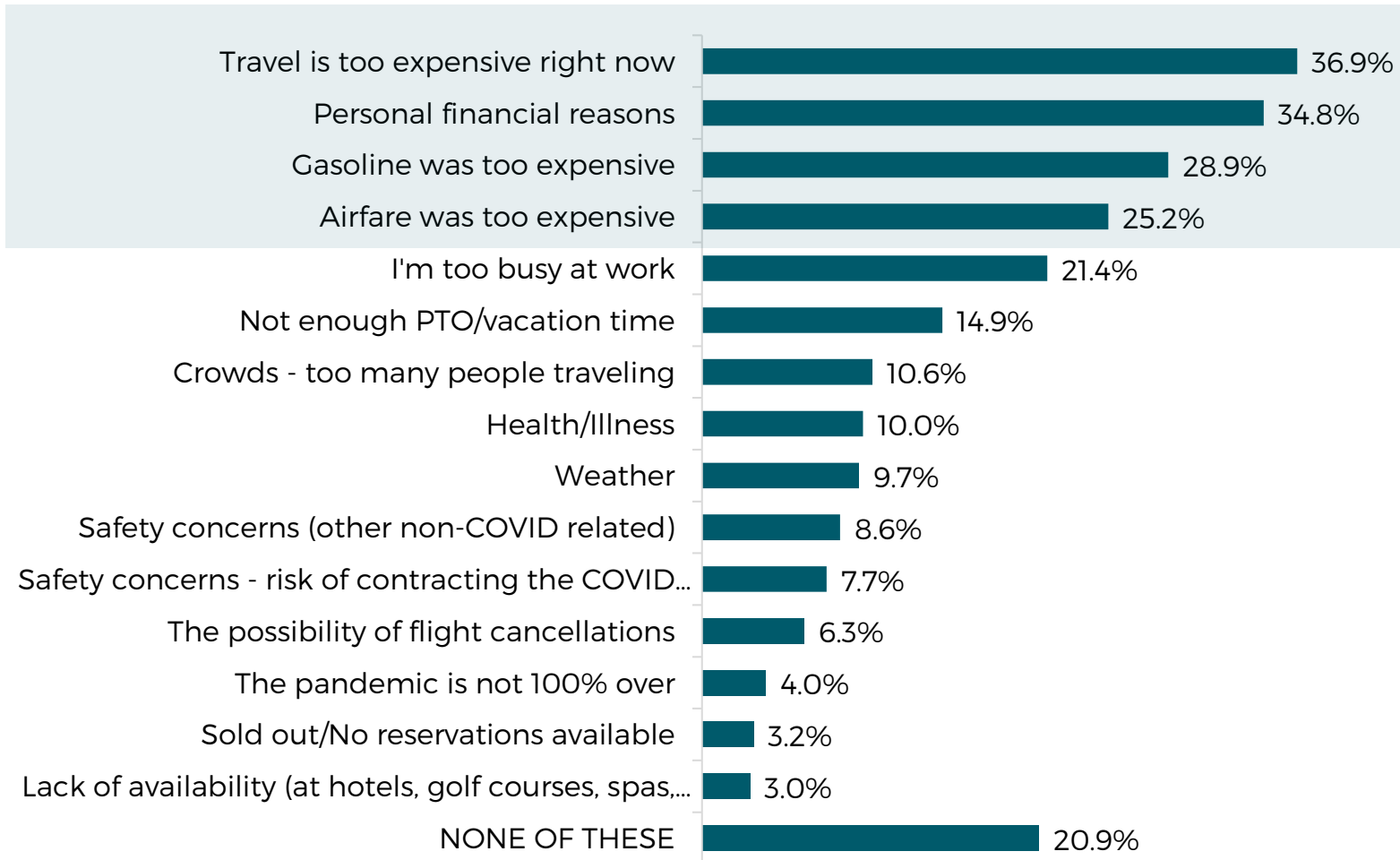
HALF OF TRAVELERS FEEL INFLATION WILL IMPACT THEIR TRAVEL DECISIONS

Impact of Inflation on Decisions to Travel in Next Six Months



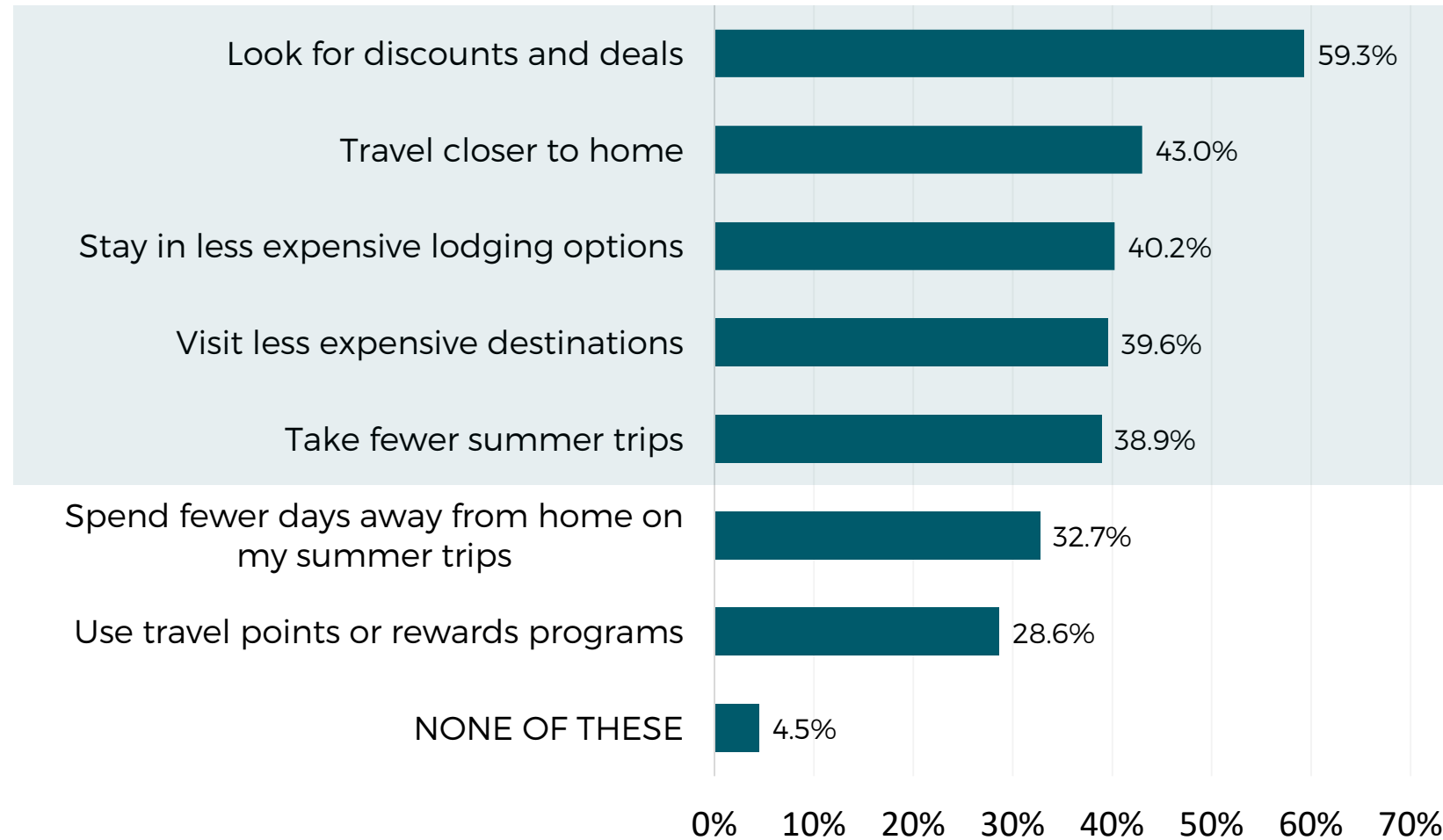
TOP BARRIERS FOR TRAVEL

MONEY-RELATED REASONS KEEP TRAVELERS FROM DOING SO AS MUCH AS THEY WOULD LIKE



INFLATION AFFECTS PLANS FOR TRAVELERS

HALF STATE IMPACTS TO TRAVEL PLANS; MOST WILL BE LOOKING FOR DEALS/DISCOUNTS



Base: Respondents altering the way they plan, budget, or execute their summer travels. 2,477 respondents.

Source: Future Partners



Destination Marketing & Communications

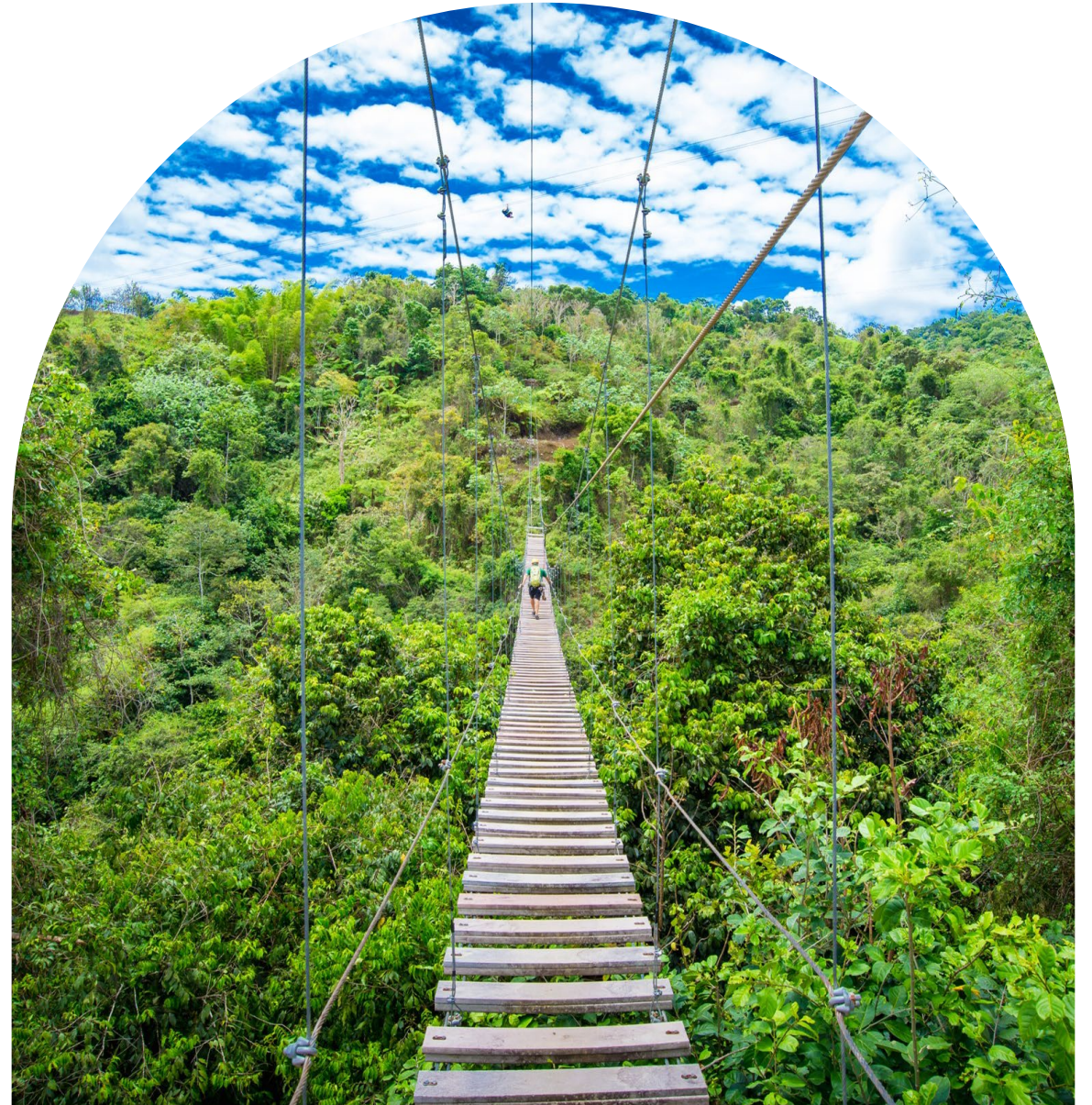
GLORIANA YAMIN

Vice President of Marketing

ECONOMIC PLAYBOOK

SUMMARY

- The US is confronting a challenging and frenetic economic picture in the coming months and year.
- Record inflation is driving higher prices across all segments of the economy, including travel (transportation, lodging, f&b, and experiences.) Labor shortages continue to inject more uncertainty.
- People are demanding more value for money.
- Playbook ensures we remain ahead of the curve and focused on articulating Puerto Rico's UVP.
- Proactively defines actions we can take to ensure we continue to drive visitation and tourism revenue for Puerto Rico.



RESPONSE FRAMEWORK

IF THIS, THEN THAT

- Changes to external economic factors may not immediately or ultimately impact travel behavior.
 - In 2022, despite talk of a major economic slowdown, many destinations saw record travel.
- When these factors do impact travel behavior, there is often nuance between markets, audiences and other considerations.
- Our playbook is based on understanding this impact to guide strategic decision-making. This includes how, when and to what extent we respond. To ensure a measured but timely response we employ the following 'If This, Then That' approach:
 - IF: There is a significant change in economic factors or conditions.
 - THIS: Which correlate to or impact fundamental travel behaviors as evidenced by specific indicators.
 - THEN: Determine primary need and course of action.
 - THAT: Recommend specific actions across channels and messaging from playbook.

Creative & Production

UPDATE

CRUISE PRODUCTION

PHASE ONE

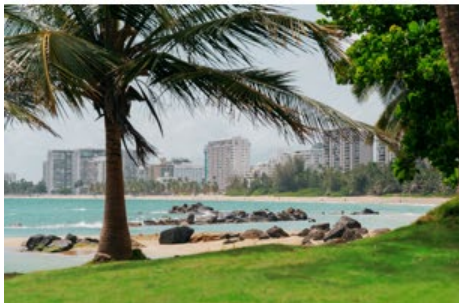
- Captured NEW content to drive interest in Puerto Rico as a cruise destination
- Drone, photo and video content added to asset collection
- New creative ads for media (digital, social, video) will be launching this Wave Season 2024/2025



HERO ISLAND PRODUCTION

PHASE ONE

- Phase one of the production captured new photo, video and drone footage
- Condado, Isla Verde, Santurce and Old San Juan are featured highlighting beautiful landscapes and attractions
- New assets to be included in Photo Shelter and across all relevant marketing channels late summer.



MICE PRODUCTION

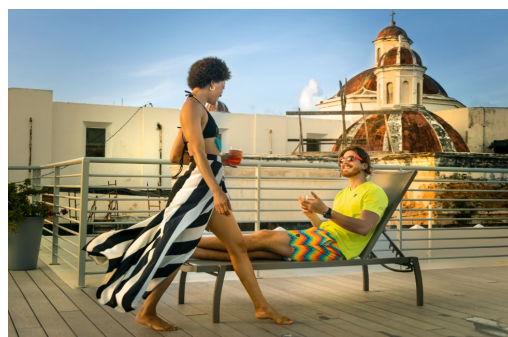
PHASE ONE

- New content to drive meetings, sports and weddings. Focused on local/visitor interaction while showcasing breathtaking accommodations/venues for groups.
- 90+ images, video & broll
- New creative assets for digital, social and print are in development to evolve the "Make Your Meeting Boricua" campaign.



HOTEL PRODUCTION

- New content focusing on luxury, solo traveler, sustainability & families. Showcasing the versatility of our hotel accommodations.
- 50+ images, video & broll
- New creative assets to be used in digital, print, video, and to share in our Photoshelter platform.



Media & Digital

UPDATE

PAID MEDIA PLANS

CORE FUNDS

Consumer Media Focus:

- In July, we launched a targeted advertising in selected markets chosen based on their strong performance in the previous FY.
- Focused on a narrower set of markets due to a decrease in our advertising budget vs last FY.

Market Conditions:

- Hoteliers say business is slowing down and we might spend more on ads in Q3 to help stimulate demand.

Cruise Campaign:

- First-ever campaign specifically for cruise travelers.
- Starting in September, we'll target people interested in cruises and those who've cruised elsewhere.
- Using smart tools from Sojern and Google to reach the right people.



APPROVED PLANS

ARP FUNDS

Rollover Funds

- The DMO used almost all its ARP funds, but a small portion was left, which is not being used in new markets.
- We are running a full-funnel advertising campaign, which targets consumers at different stages of their decision-making process, until mid-September.

Additional Funding

- The DMO received additional ARP funds that were unutilized by other entities and the priority for these additional funds will be to support a campaign targeting the MICE market this fall.
- This campaign aims to increase awareness of Puerto Rico's capabilities and offerings for hosting meetings, events, and conferences.
- We will use a range of strategies and advertising tactics to highlight the Island as an attractive destination for these types of events.



PLANNING AHEAD

ARP & CORE FUNDS

ARP 2.0 Media Campaign

- Planning new media campaigns that will run from mid-September through the end of the year.
- Expanding our reach to include additional markets like Dallas, Raleigh, Houston, and Charlotte.
- Since this campaign will run during the election period, we're being strategic about avoiding high TV advertising costs.
- We're also working to ensure our "Live Boricua" message doesn't get lost among political ads on streaming platforms.
- We are considering an opportunity to promote Puerto Rico's extended holiday season, making it a key focus during this campaign.

Core Consumer Strategy

- The team is now planning for December through June, focusing on using the best-performing strategies and exploring new, exciting opportunities to enhance our reach.



WEBSITE PERFORMANCE

FISCAL YEAR 2023- 2024

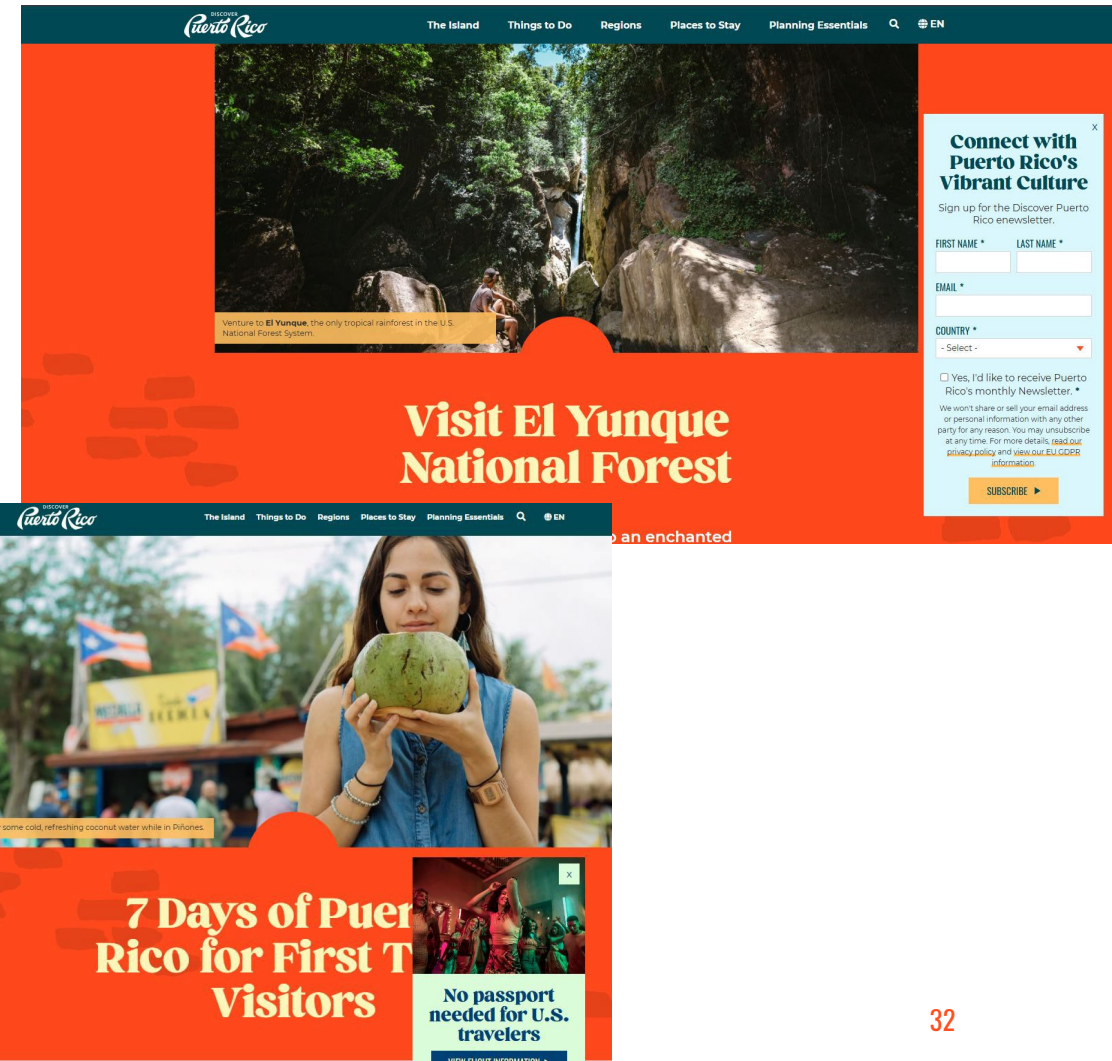
- Pageviews: 22.5 Million (up 18% YoY)
- Sessions: 14.3 Million (up 25% YoY)
- Users: 11 million (up 25% YoY)
- Engagement rate: 63% (up 42% YoY)
- New eNews signups: 30,749 (up 15% YoY)



PARTNER REFERRALS AND SEARCH

FISCAL YOY INCREASES & STRATEGIES TO DRIVE GROWTH

- **Total Referrals:**
 - Referrals jumped to 866,593 from 501,269, a 73% YoY increase.
- **Increase in Organic Search Referrals:**
 - 2024 Surge: Organic search referrals are up nearly 300% from Jan-June compared to the same period last year.
 - This substantial growth indicates improvement in SEO strategies and organic visibility.
- **Bound 360:** Leveraging personalization platform by testing and refining the messaging aimed at increasing page visits. This strategy involves using targeted messages that appear as users interact with the site (fly-ins), encouraging them to explore further.
 - To ensure maximum effectiveness, we conduct monthly reviews of the performance to analyze user interactions and feedback, using these insights optimize content and improve user engagement.



TOOLS TO DRIVE VISITATION

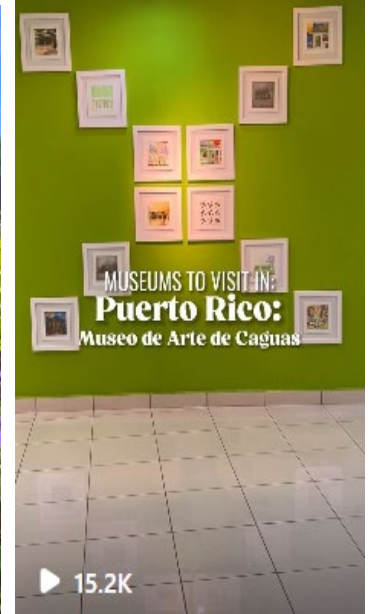
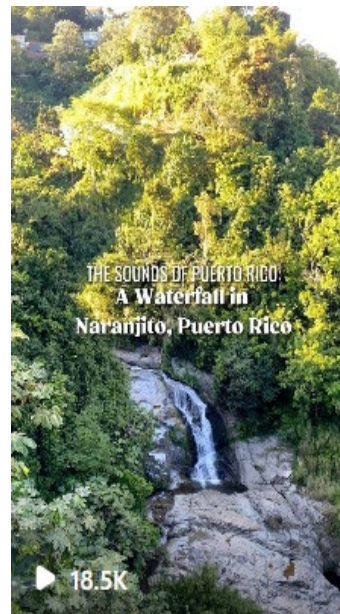
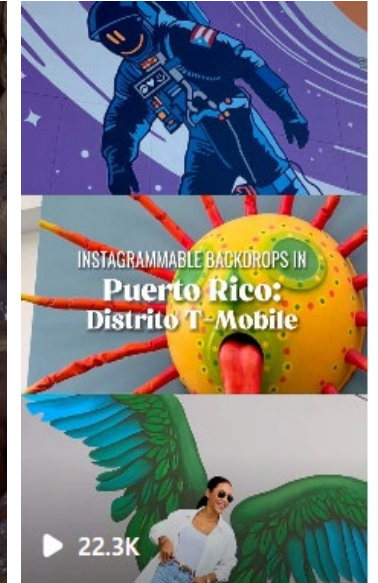
TO GET REFERRALS, YOU NEED A PROFILE



SOCIAL MEDIA UPDATES

PILOT PARTNER CONTENT PROGRAM

- Semiannual initiative for local partners:
 - Six-month program that gave six partners tools to maximize their presence on social media with content creation and short-form videos.
 - Partners provided Discover Puerto Rico with a monthly supply of video content, increasing their exposure on DMO channels.
- Organic Results for Pilot Program
 - 11 Videos published on DMO leisure social media channels
 - 20,686 Engagements
 - 4.95% Average Engagement Rate by Reach
 - 434,264 Views
- Next Steps
 - Next edition starts in August 2024
 - A total of 12 new partners will participate



TRAVEL BLOG EXCHANGE (TBEX) CONVENTION

#TBEXPUERTORICO RESULTS

- 277 Attendees
- 4.2M in Social Media Reach
- 404K in Non-Social Media Reach
 - Blog Posts, for example
- 982 User Generated Content
- 100K Interactions Generated
- \$388K in Earned Media Value



Public Relations

UPDATE

CRISIS MANAGEMENT PROTOCOL

RESPONSE & PROTOCOL DURING THE HURRICANE SEASON

- Discover Puerto Rico's Crisis Preparedness Playbook supports our responsive approach. The DMO activates the Hurricane/Tropical Storm protocol and assessment according to forecasts and the situation.
- Messaging Development: During the event, a reactive statement and key messaging document are developed for the local industry, media inquiries, and sales representatives. The messaging is updated constantly according to the forecasts and government press conferences, among other sources.
- Local Industry e-blast: E-blasts for the local industry are constantly shared with messaging for the industry to be used with consumers and in preparation pre/post the event.
- Travel advisory and social media channels: Following our Crisis Preparedness Plan, the travel advisory and social media channels are activated according to the forecasts.
- For guidance and support during an event, please connect with communications@discoverpuertorico.com



The screenshot shows the Discover Puerto Rico website interface. At the top, the logo "DISCOVER Puerto Rico" is on the left, and "MENU | ☰" is on the right. Below the logo is a red banner with the text "GET THE BEST OF PUERTO RICO DELIVERED TO YOUR INBOX" and a right-pointing arrow. Underneath is a light blue banner with the text "TRAVEL ADVISORY: TROPICAL STORM ERNESTO" and a right-pointing arrow. The main content area features a photograph of a person sitting on a large rock in a river, with a circular stamp overlay that reads "NO PASSPORT FOR U.S. CITIZENS REQUIRED". Below the photo is a red banner with the text "Live Boricua WELCOME TO THE HEART AND SOUL OF THE CARIBBEAN." and "Dare to discover the many treasures of Puerto Rico."

RECENT MEDIA WINS

HIGHLIGHTING THE ISLAND IN NATIONAL MEDIA

**TRAVEL+
LEISURE**

13 Cheapest Islands To Visit Around The World

Forbes

How To Explore Puerto Rico, The Caribbean's Top Destination For LGBTQ+ Travel

GARDEN@GUN

New Direct Flights From The South To Somewhere Else

lonely planet

9 Of The Best Places In The Us To Escape The Crowds

Fodor's Travel

How To Get Around San Juan, Puerto Rico, With Or Without A Car

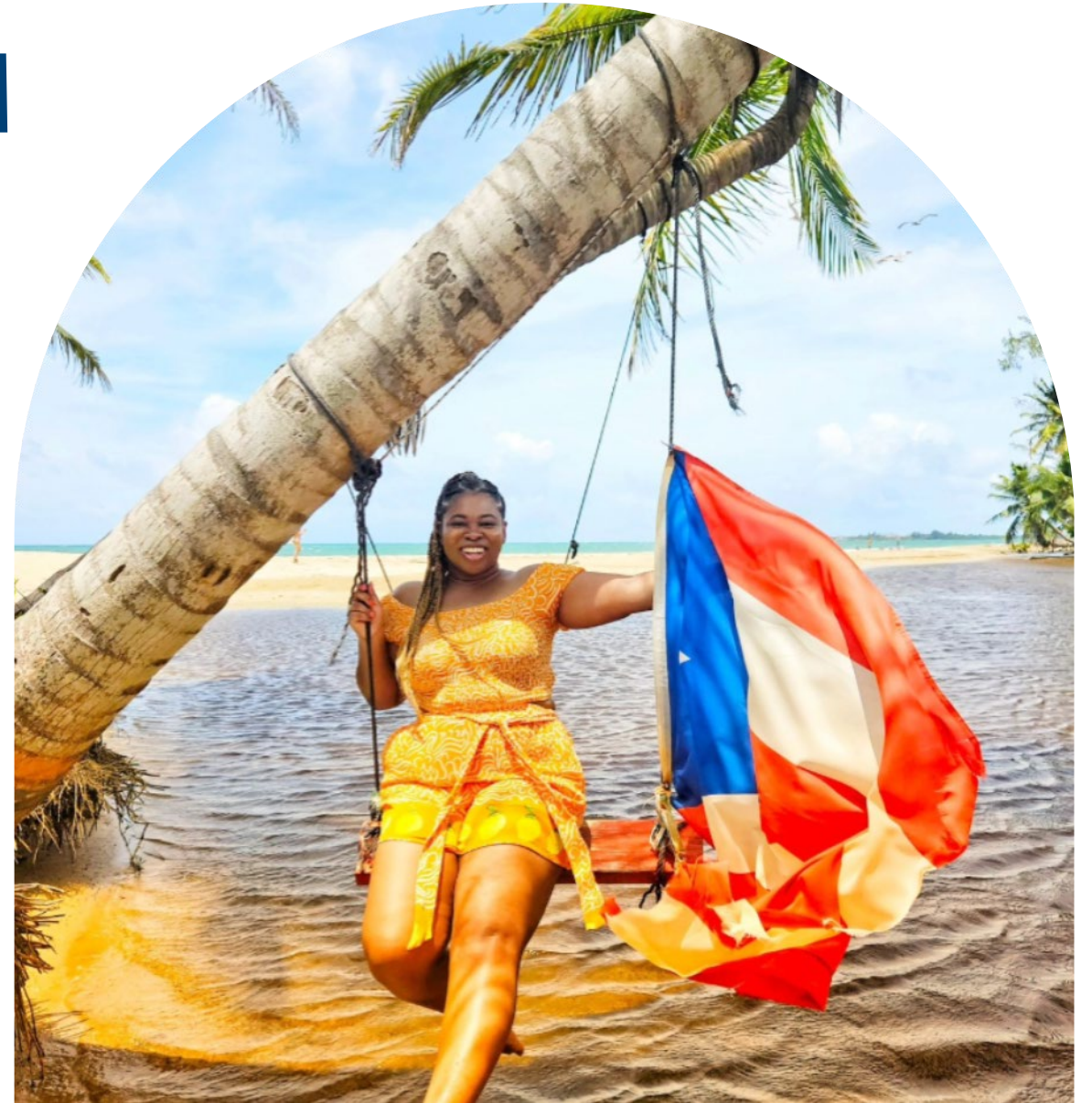
Bustle

How To Eat & Drink Your Way Through A Delightful Week In Puerto Rico

DOMESTIC FAM PROGRAM

FAMILIARIZING MEDIA WITH THE ISLAND

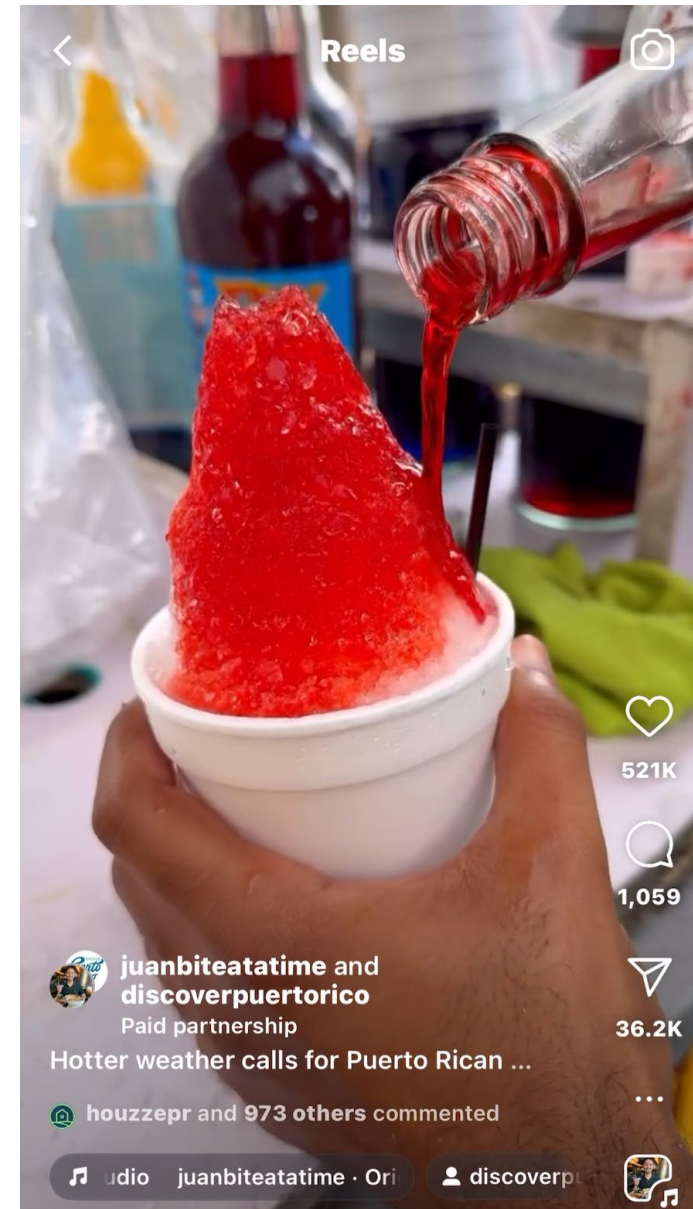
- In FY 23-24, Discover Puerto Rico hosted 16 domestic FAM trips with 35 media attendees and four (4) influencer attendees representing national travel, consumer, and lifestyle publications including *Essence*, *Pursuitist*, *Remezcla*, *The Knot*, and more.
- Media and social coverage resulting from the domestic media FAMS has garnered over 2.1B impressions, amounting to \$42.2M in Earned Media Value (EMV).
- In addition to earned social impressions, an additional 4.6M impressions were garnered across paid social shares resulting from the Guy's Voyage Influencer FAM.



INFLUENCER PROGRAM

DRIVING BUZZ ON SOCIAL

- First official influencer program engaged **18 influencers** to drive awareness for Puerto Rico as the "go-to" destination.
- The proactive influencer program, which has been in effect since Jan 2024, resulted in over **34.5M+ views** across **773 total posts** on TikTok and Instagram (as of August 5, 2024).
- The program also engaged an additional **five influencers** to participate in lifestyle events in key markets (i.e., Yankees Game in NYC, Garden & Gun event in Atlanta), garnering an additional potential reach of **392.8K**.



RECENT INTEGRATIONS

EXPANDING MEDIA EFFORTS

- **Good Morning America:** GMA and Chief Meteorologist, Ginger Zee, visited Puerto Rico in May to film a bucket list travel-themed segment, which aired on June 27. The 4-min and 47-second segment was featured on *Good Morning America's* [website](#), as well as GMA's [Instagram](#), [TikTok](#), and [YouTube](#). The segment garnered a total of **17,665,121 impressions**, representing an EMV of **\$3,102,757.59** and an ROI of **454.06%**.
- **NY Yankees:** In June, Discover Puerto Rico invited key media and influencers to "Discover Puerto Rico Night" at Yankees Stadium, featuring on-field and on-screen moments, as well as a t-shirt giveaway.
- **Garden & Gun:** Discover Puerto Rico partnered with Garden & Gun to host a dinner party at Atlanta's Miller Union, with a Puerto Rican inspired menu by chef Von Diaz. Media attendees and influencers were invited.
- **Tales of the Cocktail:** Discover Puerto Rico partnered with Tales of the Cocktail in July to celebrate the 70th anniversary of the piña colada. The takeover in New Orleans featured a piña colada happy hour in the media lounge and a guest shift for attendees, helping to connect with media, highlight Spirit's new route to New Orleans, and promote La Factoria as one of the 50 Best Bars.



VAN LEEUWEN ICE CREAM

LEVERAGING PARTNERSHIPS

- Discover Puerto Rico teamed up with Van Leeuwen Ice Cream to create a limited-edition Piña Colada ice cream flavor to celebrate the iconic drink's 70th anniversary and National Piña Colada Day on July 10.
- Puerto Rican mixologist Roberto Berdecia and local artist, Cristina Muñoz Laboy were integrated for an authentic taste of the Island.
- Included consumer, media and MICE elements.
- Through a branded truck and cart offering free samples, we created buzz around this new limited-edition flavor, which sold out in only two weeks.
- Garnered 1.1B impressions, representing an EMV of \$19,119,70.



ON-ISLAND DEALS

WHAT WE NEED FROM YOU?

- Media has shown an ongoing interest in promoting deals and discounts that make travel more accessible to consumers.
- Recent opportunity for The **TODAY Show**, which reaches over **5 million** people every day!
 - Jacqui Gifford, editor-in-chief of Travel + Leisure, will be appearing on Thursday, August 22nd, to talk about the end-of-summer travel deals.
 - She reached out to get Discover Puerto Rico’s insight for potential inclusion in the segment.
- Examples of submitted deals for consideration:
 - Palacio Provincial
 - Alma Hotel
 - Fairfield by Marriott Luquillo Beach
 - Casa Costera Apartments by Marriott
 - Hyatt Place Manati
 - Hyatt Place Bayamón
- **Our ask:** As partners, proactively sharing these with us will allow us to leverage these opportunities to share all the deals and discounts available and promote travel to the Island!



DEALS AND SPECIAL OFFERS

FOR INCREASED VISIBILITY

- **Basic Guidelines**
 - **Eligibility:** All offers must specify purchase and redemption methods, validity period, and availability, targeting leisure travelers only
 - **Booking Methods and Restrictions:** Offers must include a booking method to be redeemable in the promoting business and cannot be combined with other discounts.
 - Discover Puerto Rico will not promote games, raffles, or contests.
 - **Minimum Deal Requirements for Accommodations:** Hotels, *paradores*, and B&Bs can offer deals like a free night with a minimum stay (3 nights) or a discount up to 25%. Vacation rentals require a minimum 5-night stay for similar offers.
 - All nights must be consecutive, and offers are not valid on previously booked rooms.
- **NOTE:** Only 17 deals have been promoted YTD on DiscoverPuertoRico.com



UPCOMING INTEGRATIONS

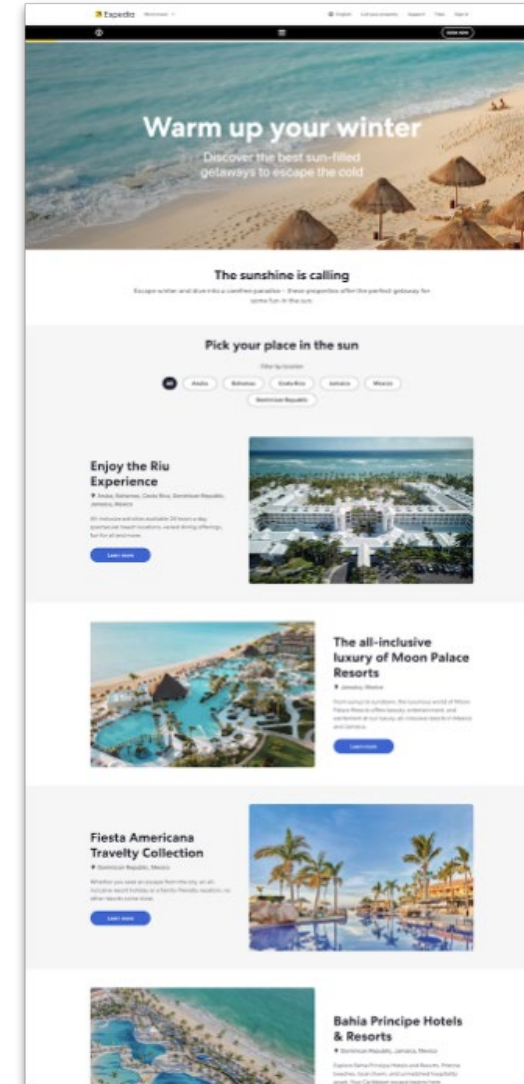
- **Fall Deals SMT (ARP):** Discover Puerto Rico will execute an SMT in September around “Fall Deals” travel and respective deals to leverage. The team will work with lifestyle and travel talent to highlight Puerto Rico as an accessible destination perfect for a “fall break.”
- **Chinchorro in Chicago:** Leveraging the upcoming holiday season, Discover Puerto Rico will bring the Island’s vibrant culture to Chicago this holiday season with an authentic chinchorro experience featuring traditional dishes, drinks, and décor that capture the Live Boricua spirit. The team will engage local media and influencers to experience this immersive event.
- **FAMS Program:** Discover Puerto Rico will start press trips hosting starting October. Upcoming trips and angles: Gastronomy, Sports & Culture, Holidays, among others.



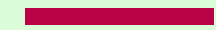
EXPEDIA CO-OP

FALL TRAVEL CAMPAIGN

- Nothing inspires travelers more than the promise of escaping winter to a warm escape and the promise of relaxation and the beautiful beaches of Puerto Rico.
- The Fall Travel co-op campaign is a custom site that highlights a variety of hotels and resorts and engages travelers with rich imagery that guides them on their journey through the site so they can discover a balmy escape, see deals and book travels.
- Depending upon the level of investment, each partner is able to showcase their brand/property with an image, copy and a CTA that links to a dedicated page on the site. The content provides a space for each participant to highlight their offerings and raise awareness of their brand.



International



UPDATE

CULINARY CAMPAIGN

JUNE 2024

- Discover Puerto Rico launched a digital OOH campaign across Spain and Colombia, delivering unique content to increase awareness of Puerto Rico's gastronomic offerings
- To drive bookings to the Island, call-to-actions for the campaign included:
 - Spain – Nautalia
 - Colombia - Tiquetos Baratos (part of Price Travel)
- The campaign performed exceptionally well across all activity:
 - 41,857,927 impressions
 - 338,208 clicks
 - 0.81% average CTR
 - 10,948,259 video views
 - 88.79% VCR



Parque Tayrona nominado como uno de los mejores destinos turísticos del mundo

Las votaciones estarán disponibles hasta el próximo 26 de julio.



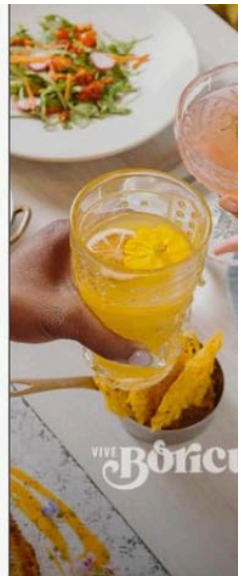
a conocer las 20 ciudades que bajaron sus precios a causa de la pandemia del Covid-19. De a, los viajeros podrán ahorrar mientras viajan de manera responsable.

ación de estas ciudades se consiguió al **compilar la suma de los costos promedio de los es esenciales de viaje, como un recorrido en autobús turístico, una botella de cerveza, de tres platos** y dos noches en un alojamiento de tres estrellas, en 27 ciudades.

nforme **los precios son hasta un 26% más bajos que hace un año, y también han caído 26% en comparación con los niveles previos al cierre a principios de marzo.**

ia, Lituania - USD 219,68 (£ 166,36)

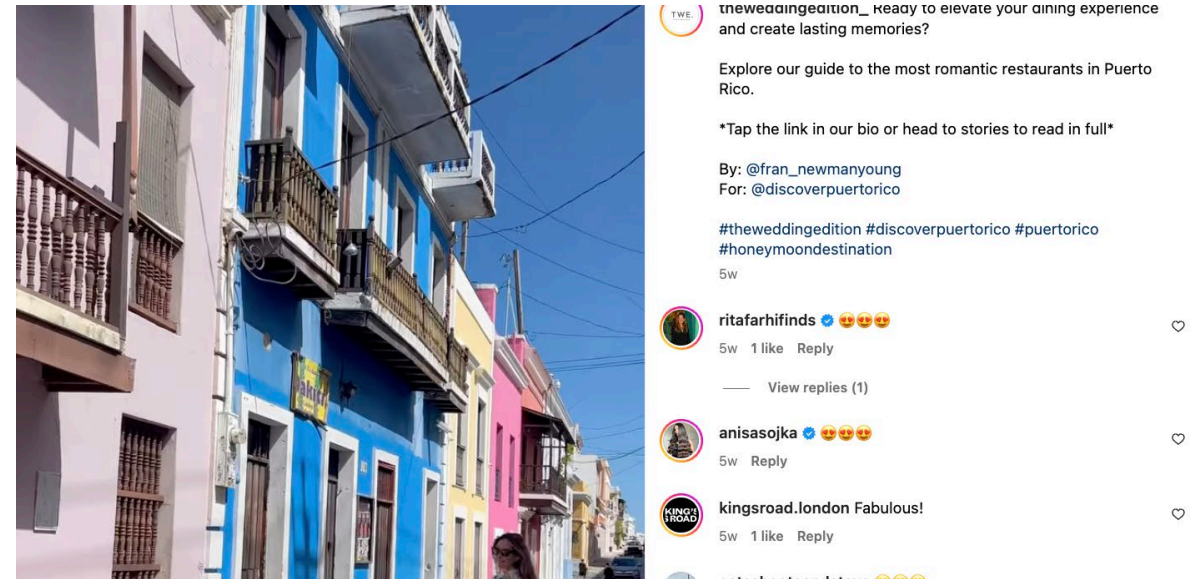
puesto lo ocupa Vilna, que superó a Varsovia por solo USD 1,41 (£ 1,07) por el costo de un fin de semana



THE WEDDING EDITION

PHASE TWO: JUNE 2024

- Positioning Puerto Rico as the 'Destination Of The Month' across digital and social platforms, with a particular focus on gastronomy
 - Content included:
 - 1 editorial article
 - 4 x static Instagram posts, 21 stories, and 5 reels
 - Four newsletter inclusions
 - Website display adverts
 - Branded content partnership – 'Why Puerto Rico is the Ultimate Destination For Foodies'
- Results:
 - Total campaign reach: 1,124,762
 - Total article impressions: 2,500+ (live for 12 months)
 - Total social impressions: 1,421,595
 - Combined video views: 1,169,187



GROUP PRESS TRIPS

JUNE 2024

- Nine journalists from Spain, Colombia, and Canada were hosted on-Island in June across four group press trips, with a potential reach of over 36,903,261.
- Media included:
 - Hola! Viajes
 - Esquire
 - Telepacífico
 - Le Devoir
 - The Toronto Star
- Experiences across the four group trips highlighted adventure and the Island's gastronomy scene, including:
 - Bomba dancing class
 - Toro Verde zipline tour
 - Frutos del Guacabo





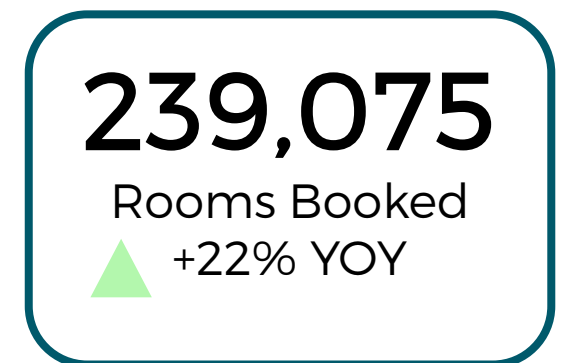
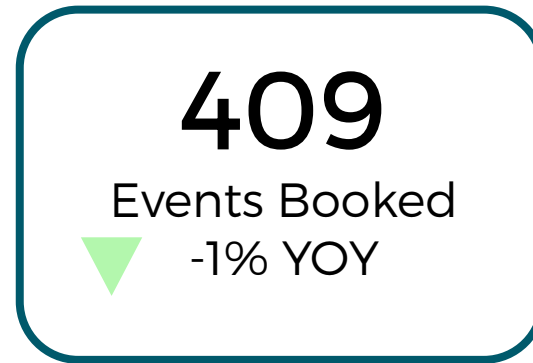
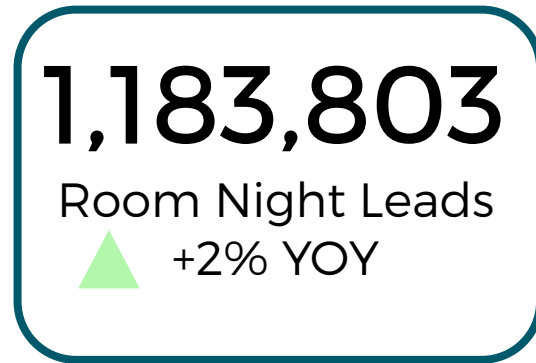
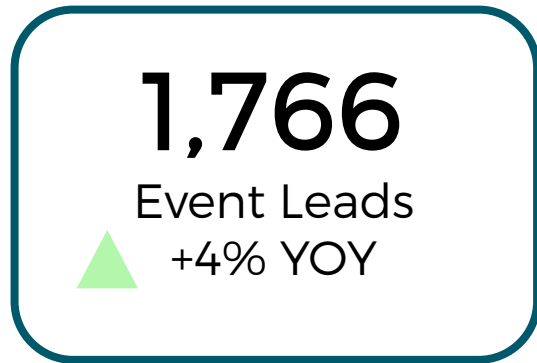
Sales & Destination Experience

ED CAREY

Chief Sales Officer

PRODUCTION YOY COMPARISON

2023-2024 FISCAL YEAR



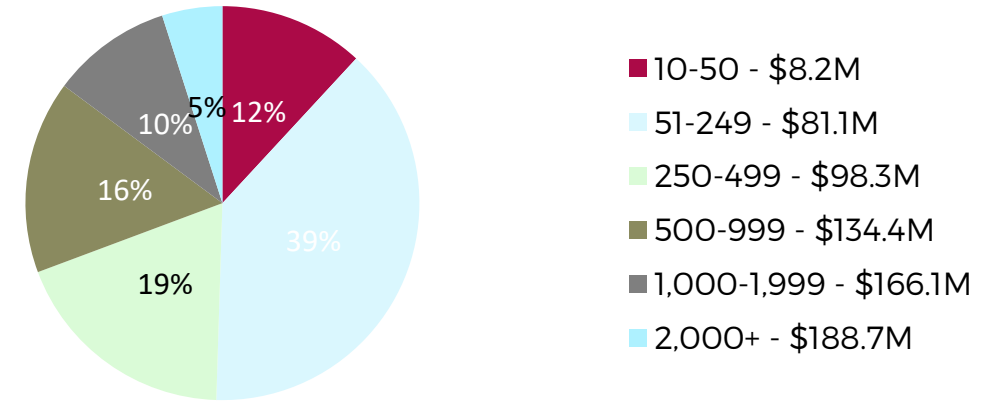
\$ 192 M IN ECONOMIC IMPACT ON ROOMS BOOKED

BOOKED LEADS FOR FY 2023-2024

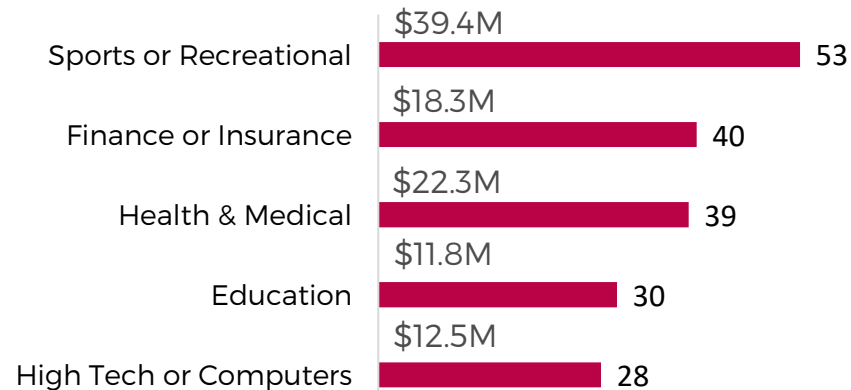
TOTAL # OF LEADS



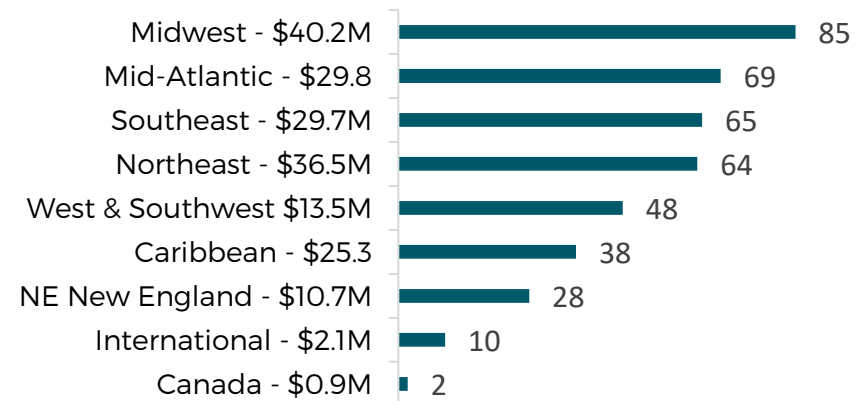
OF LEADS BY BOOKED ROOM NIGHTS



OF LEADS BY MARKET SEGMENT



OF LEADS BY REGION

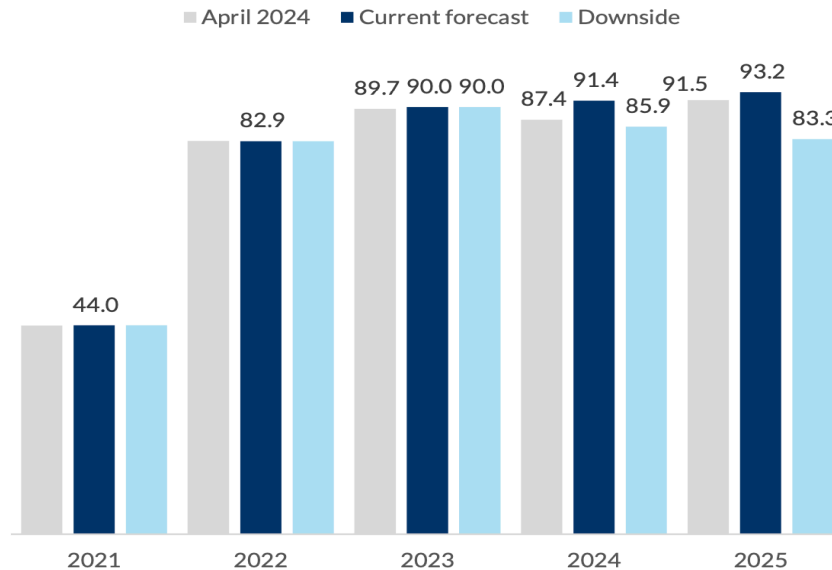


U.S. AGGREGATE GROUP DEMAND

KEY RESULTS

Group demand benchmark

Group demand benchmark: US aggregate
Index (2019=100)

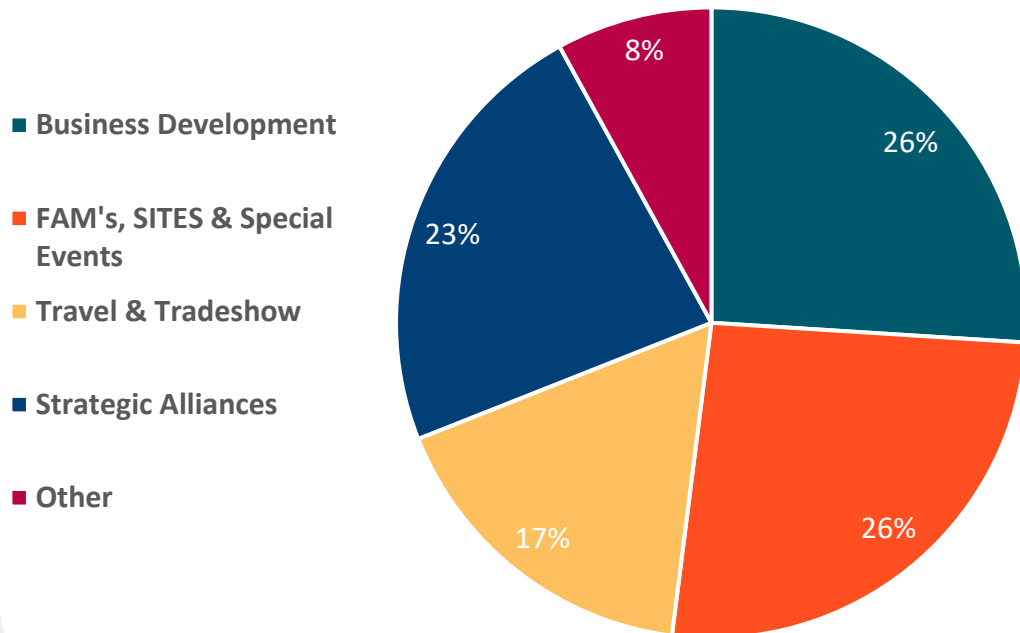


Source: 2Synergize FuturePace; Tourism Economics

- **Baseline:** 2024 now shows slight improvement, growth continues in 2025.
- **Downside:** Assumes a combination of factors, such as lower attendance levels, weaker economy and greater hesitancy to plan group events, results in a slower recovery in group demand.

DEMAND GENERATION

Sales Budget Allocation



I. Travel and Tradeshow

17%

- Targeted Networking
- Lead generation

II. Strategic Partnerships

23%

- Extended Reach
- Competitive positioning

III. SITE's, FAM's & Special Events

26%

Business Development

26%

TRAVEL & TRADESHOW

- 115 tradeshow/roadshows
- 75 cities



STRATEGIC PARTNERSHIPS



CUSTOMER ADVISORY BOARD



SITES, FAMS & SPECIAL EVENTS



LET'S
Celebrate
ACTIVITY RECAP 2023-2024

133 SITE INSPECTIONS	266 MEETING PLANNERS
10 MICE FAM'S	145 MEETING PROFESSIONALS
65% MICE PROGRAMS CONVERSION RATE	
13 LEISURE FAMS	233 TRAVEL ADVISORS

DESTINATION EXPERIENCE

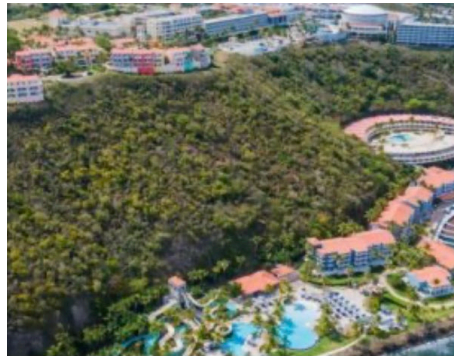
Congratulations
2024
meetings
PEOPLE + PLACES TODAY
Trendsetters

Vanessa Figueroa

Destination Experience Director
Discover Puerto Rico

SIGNIFICANT HOSTED EVENTS IN 2024

Smartmeetings
experience the extraordinary



Leadership Experience

📍 Location

El Conquistador Resort

📅 Date & Time

September 22 - 24, 2024

AMEX GBT
Meetings & Events | **INTER[action]**
PUERTO RICO 2024

REACH **PUERTO RICO**
April 5-9, 2024 | Fairmont El San Juan Hotel
Maritz

asae[®]
The Center for Association Leadership

**FIVE-STAR
WEEKEND**

teneo[®]
HOSPITALITY GROUP

e events
industry
council

CONFERENCE DIRECT

D24

MAY 7 - 10, 2024

Sheraton Puerto Rico Resort & Casino, San Juan, Puerto Rico

Bringing together like-minded meeting industry professionals, CD Associates and partners for an educational conference focused on Diversity, Equality and Inclusion and other ESG pillars.

NEEDS BASED TARGETING AND ASSET ALLOCATION

BUSINESS DEVELOPMENT

OTB Room Nights by Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2024							12,294	4,484	6,027	11,878	14,066	8,189	56,938
2025	10,066	21,139	12,536	10,113	8,900	7,408	1,238	280	3,471	13,619	9,069	1,356	99,195
2026	4,681	11,902	5,384	9,153	4,397	835	2,397	3,050	0	2,746	5,569	1,354	51,468
2027	0	0	3	1,276	1,213	0	12	1,992	0	1,120	3,006	0	8,622
2028	5,370	1,305	0	1,204	0	0	0	0	0	0	0	0	7,879
2029	0	0	0	1,204	0	0	0	0	0	0	0	0	1,204

Room Nights in the Pipeline (still in Lead or Tentative Status)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2024							1,521	4,150	4,194	14,199	12,661	10,269	46,994
2025	24,711	32,543	38,377	41,641	41,746	17,892	9,788	10,376	26,772	17,825	15,678	4,305	281,654
2026	35,268	23,619	28,548	35,158	15,351	7,457	9,002	3,118	10,431	13,986	8,776	3,423	194,137
2027	5,847	19,385	3,762	6,587	555	13,985	3,561	1,600	5,050	2,110	4,777	4,895	72,114
2028	3,112	2,988	6,015	2,094	4,065	5,025	2,969	8,145	910	8,457	5,025	6,274	55,079
2029	0	0	760	2,640	0	0	5,080	0	76	2,768	0	0	11,324
2030	11,445	0	0	0	0	4,755	0	0	0	0	0	0	16,200

STRATEGIC TRAVEL TRADE COOPS

\$400M - +19% YOY

ACCOUNT	TYPE	GROSS SALES	AGENCIES / MEMBERSHIP	COVERAGE
AAA	B2C & B2B	499.5 million	1,000+ agencies / 60M members	US & Canada
ABC / CCRA*	B2B	Undisclosed	1,000+ agencies	76 countries
INTERNOVA*	B2B	3.9 billion	36,000 agencies	80 countries
TRAVELSAVERS	B2B	429 million	6,000+ agencies	33 countries
VAX ACCESS	B2B	1 billion	2,700+ agencies	20 countries
VIRTUOSO	B2B	23.7 billion	100,000 agencies	100 countries
ASTA	B2B	Non-Profit	1,000+ agencies	All US
ALG	B2B	3 billion	25,000 agencies	20 countries
DELTA VACATIONS	B2B & B2C	Undisclosed	100,000 agencies	All US
AMERICAN A V	B2B & B2C	Undisclosed	10,000 agencies	All US
HOTELBEDS	B2B	Undisclosed	1,000+ wholesalers	US & Int'l
SW VACATIONS	B2B & B2C	Undisclosed	10,000 agencies	All US
COSTCO	B2C	218 million	105M members	US & Canada
CRUISE PLANNERS	B2B	55 million	3,100 agencies	US

*TRAVEL LEADERS merged with INTERNOVA; and CCRA with ABC in 2020. Virtuoso has 5 preferred hotels in Puerto Rico and sells more than 20 via wholesalers



ACCOUNT SETTINGS

MESSAGES

🔗 LOG OUT

DISCOVER Puerto Rico

LIVE BORICUA

🔍 SEARCH

✉ MESSAGES (1)

🏆 REWARDS

🎓 TRAIN

📖 RETAIN

📣 PROMOTE

📈 SELL

☰ DIRECTORY

Back

Rewards Home

Achievements
Dashboard

ACHIEVEMENTS DASHBOARD

Welcome to your Achievements dashboard, where you can view, track and download your diploma and specialization badges.



Diploma

Congratulations, you are a certified Canada Specialist.

ACHIEVEMENT STATUS

Bronze

Silver

Gold

Platinum



You have achieved Gold Status! Click the icon on the right to view and share your status.

YOUR SPECIALIZATION BADGES

Click the icons to view, save and share your badges.



Browse Puerto Rico Travel Offers

DATE ▲

SORT BY Date ▼

Search 🔍

1 - 18 of 19 results

SHOW DEALS VALID BETWEEN

◀ AUGUST 2024 ▶

SU	MO	TU	WE	TH	FR	SA
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

REGION ▼

TOWN ▼

CATEGORIES ▼

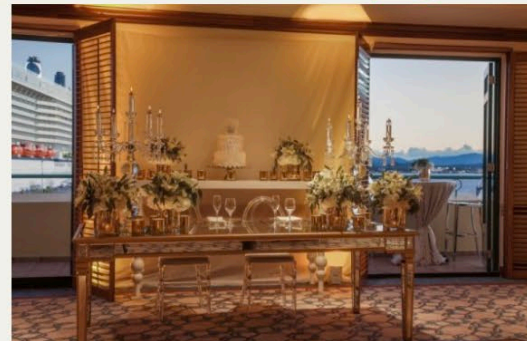
RESET ▶



25%OFF PLUS \$100.00 RESORT CREDIT

Valid: September 30, 2024 -
December 19, 2024

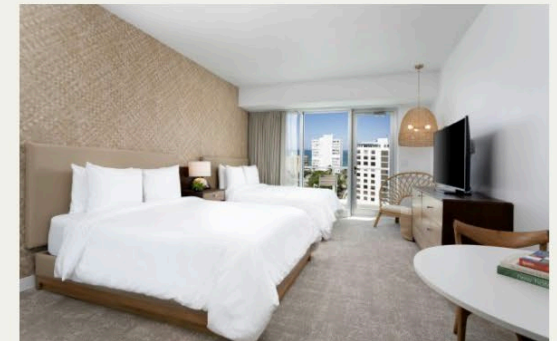
HYATT REGENCY GRAND RESERVE
PUERTO RICO | RÍO GRANDE | EAST



I DO WEDDING OFFER

Valid: Now - December 31, 2025

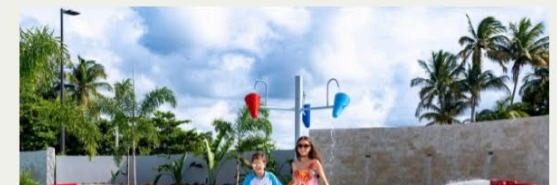
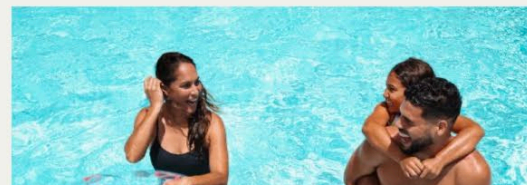
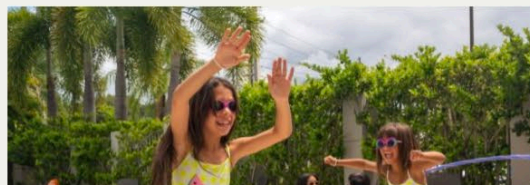
HOTEL RUMBAO, A TRIBUTE
PORTFOLIO HOTEL | SAN JUAN/OLD
SAN JUAN | METRO



STAY, SHOP AND SAVE, A SHOPPING RETREAT

Valid: Now - December 21, 2024

CASA COSTERA, ISLA VERDE
BEACH, APARTMENTS BY MARRIOTT
BONVOY | CAROLINA | METRO





Local Comms & Engagement

JANID ORTIZ

Industry Affairs Director

CONVERSEMOS

INTEGRATION AND ALIGNMENT

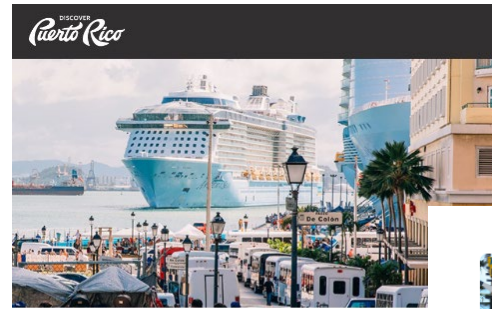
- FY 23-24: 22 sessions
- Workshops and training to help local businesses improve their marketing, sales, and visitor outreach.
 - Digital marketing, DMO services to the industry, basic photography, social media, short video format content creation, and industry data.
- Materials provided:
 - Annual Report
 - Strategic Marketing
 - Basic Recommendations for Destination Marketing
 - Services Guide
 - Tourism Scorecard
 - Live Boricua
 - Watch the Waves
- Upcoming integrations:
 - Control de Vectores
 - DRNA.



NEWSLETTER REFRESH

WITH NEW CONTENT FOR THE INDUSTRY

- Launched August 8
- New look and feel similar to industry portal
- Biweekly:
 - Industry Newsletter
 - Research
- Available in both English and Spanish
- Featured editorial content:
 - Current industry developments, highlights of our initiatives, insights on how Puerto Rico is perceived through our FAM efforts and media partnerships, news about upcoming events, and more.
- Subscribe through our industry portal



Competition surges in the Post-Pandemic

The post-pandemic recovery is reaching Asian and South American which implies that the competition to attract visitors will intensify. Learn about the new developments in this area so that, together, we can reach and expand our place in travelers' minds.

[READ ARTICLE](#)

See How Travelers' Enthusiasm is Going

We review the latest State of the American Traveler report in our Research. We tell you if travelers are more or less enthusiastic about their trips and perceive that the economy will enter a recession in the coming months. This helps you in your business plans.

- Industry Dashboard
- Research Updates
- Visitor Profile
- Request Access

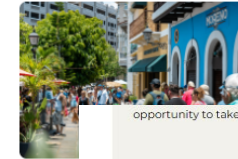
[LEARN MORE](#)

Puerto Rico in the News



Puerto Rico's Culture is told Through Art, Music and Dance

ESSENCE magazine's article on Puerto Rico explores the island's cultural richness through its artistic and musical expressions. Highlights include Ponce's landmarks and murals, celebrating Pete "El Conde" Rodríguez and the role of The Brenes de Cepeada School of Bomba.



Puerto Paradi

Puerto tourist array of diverse highlights and rich culture

[SEE ALL MEDIA COVERAGE](#)

INDUSTRY CALE

August Industry Update In-person

Thursday, August 15, 2024; 9:30 a.m.
Join Discover Puerto Rico's In-person Industry Update in sales, marketing & public relations updates from the DM travel to Puerto Rico. Register [here](#).

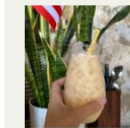
Scholarships Available for HSMIAI CHDM Ce

Wednesday, August 14, 2024
HSMIAI Puerto Rico is bringing back the CHDM Certificate Digital Marketer! Don't miss your chance to get certified scholarship program.

The review course will be led by industry expert Holly Zc opportunity to take the CHDM exam onsite. [Apply now](#)

opportunity to take the CHDM exam onsite. [Apply now](#).

YOUR DMO HIGHLIGHTS



Tales of the Cocktail in New Orleans

In celebration of the 70th anniversary of the piña colada and to amplify the world's most iconic drink, Discover Puerto Rico partnered with Tales of the Cocktails to develop a takeover during the event in New Orleans. Tales of the Cocktail is the drinks industry's annual meeting place for exchanging new ideas, products, and techniques featuring in-person education, tastings, networking, and awards programming.



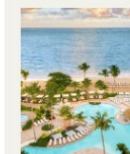
CCRA PowerSolutions Jersey City

Johanna Gonzalez from the Leisure Sales team attended CCRA's PowerSolutions in Jersey City. This event gathered top suppliers and travel advisors, allowing her to foster relationships and promote the island. She introduced the Puerto Rico Travel Specialist Program and participated in a trade show with properties like Caribe Hilton and Wyndham Resorts showcasing their offerings.



Artists Celebrate the Essence of Puerto Rico at Premios Juventud

On July 25, Discover Puerto Rico dressed up to welcome the artists at the Premios Juventud. We were present on the red carpet, where we had the opportunity to interview the artists and ask them to tell us what they love most about Puerto Rico. They stood out from its paradisiacal beaches to its vibrant culture.



Vote for Puerto Rico's Fairmont El San Juan Hotel in USA TODAY's Best Hotel Pool Awards

Fairmont El San Juan Hotel is a nominee for "Best Hotel Pool" in the USA TODAY 10Best Readers' Choice Awards. Show your support by voting daily until August 12th at 11:59 am EDT. The results will be revealed on August 21st. Cast your vote [here](#).

WEB ADVERTISING

TARGET POTENTIAL TRAVELERS

- Expand your reach and connect with a targeted audience that is interested in visiting Puerto Rico.
 - 1.7M monthly views
 - 20 million annual views
- Opportunities
 - Featured Listings
 - Banners
 - Lead Generation Program
- New, lower prices starting at \$225

Grow Your Business:

ADVERTISE ON DISCOVERPUERTORICO.COM

DiscoverPuertoRico.com is the premier online resource for Puerto Rico trip planning. Through these programs designed to fit your goals and budget, you will expand your reach and connect with a targeted audience who is interested in visiting Puerto Rico. The page receives up to **1.7 million views** per month on average and **20 million views** yearly.

Accommodations Directory

\$225+

FEATURED LISTINGS

- Complete business listing, including: description, images, address, phone number, website, email, hours and amenities, tagged to region and category.
- Priority placement on listings page, including sorting by category and region, and featured flag.

INVESTMENT

- Hotels & Resorts: 3 months: **\$300** & 6 months: **\$550**
- Attractions & Experiences: 3 months: **\$225** & 6 months: **\$400**

You're subscribed!

\$1,000+

LEAD GENERATION

- When website visitors sign up to receive information about Puerto Rico, they can request to receive information about your business directly from you.
- Image, business name and brief description on subscription page.
- List of collected leads with direct contact information, including name, email and mailing address, on a weekly basis.

INVESTMENT

- 3 months: **\$1,000**
- 6 months: **\$1,800**

NATIVE DISPLAY ADVERTISING

\$2,000+

INVESTMENT

- 3 months: **\$2,000**
- 6 months: **\$3,800**

For details and options visit www.DiscoverPuertoRico.com/industry or contact Janid Ortiz at Janid.Ortiz@DiscoverPuertoRico.com

DISCOVER
Puerto Rico

Q&A

- Questions can be sent directly to Ricardo.Cortes@discoverpuertorico.com
- Remember that you can download this presentation (in both English and Spanish) at: <https://www.discoverpuertorico.com/industry>



INDUSTRY PORTAL

STAY INFORMED AND GET INVOLVED



SCAN HERE

- Discover Puerto Rico Industry Portal
 - Explore resources for your business and/or municipality
 - Stay informed
 - Access the events calendar
 - Create a free business profile



DISCOVER
Puerto Rico

**Thank
You**

