



## Discover Puerto Rico's Meetings and Conventions Efforts Contribute \$192 Million to Local Economy

*Sales missions and promotions secured 239,075 room nights for the local tourism industry in fiscal year 2024*

**SAN JUAN, Puerto Rico, August 18, 2024** — The meetings, conventions, and sports market segment generated more than \$192.3 million in sales in Puerto Rico during the fiscal year 2024, an increase of 8% compared to the previous year and 249% compared to 2019, the last pre-pandemic year when the industry captured \$55.1 million.

Specifically, efforts in this Meetings, Incentives, Conventions, and Exhibitions (MICE) market secured 239,075 room night bookings. This figure is 22% greater than the previous year and 87% more than pandemic yields, consolidating 2024 as the best fiscal year in more than a decade in this segment of the visitor economy.

"When you combine a destination as diverse as ours with world-class facilities, culturally rich products, successful marketing, and strategic sales efforts, we achieve these accomplishments, marking a significant step forward for our industry," said Brad Dean, CEO of Discover Puerto Rico.

The most successful events **held** in fiscal year 2024 on the Island included:

- Preferred Pump Dealer Awards Program 2024: Economic impact of \$6,742,510.
- Caribbean CueSports International EXPO 2023: Economic impact of \$3,855,600.
- Internet Corporation for Assigned Names and Numbers (ICANN) Meeting 2024: Economic impact of \$2,971,921.

The events with the highest number of **contracted** nights in fiscal year 2024 were:

- Hudson River Trading, LLC. - US Office Trip 2024: 3,270 contracted nights, with an economic impact of \$4,383,421.
- Parents as Teachers 2025 Annual Conference: 4,454 contracted nights, with an economic impact of \$2,606,766.
- Iron Caribbean Winter Swimming Training Center 2023-2024: 3,889 contracted nights, with an economic impact of \$2,135,676.
- United Postmasters and Managers of America - 2026 National Convention: 3,330 contracted nights, with an economic impact of \$1,814,269.
- Amex InterAction 2024: 3,735 contracted nights, with an economic impact of \$1,736,129.

"These new milestones in economic impact and bookings in the MICE and Sports market demonstrate our potential in the events and conventions segment. When the industry works together, we are more effective and better strengthen our appeal to group and business travel," said Ed Carey, Chief Sales Officer of Discover Puerto Rico.



Discover Puerto Rico is the entity in charge of promoting the Island for leisure and business trips. The investment in sales and promotion efforts for the MICE and Sports market segment is around \$13 million annually.

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