



## Events and conventions sector records \$35 million in sales between July and September

*Discover Puerto Rico registers reservations for 68 new events to be held on the Island*

**SAN JUAN, Puerto Rico, November 26, 2024** – Efforts to attract groups, conventions, and sporting events generated sales of \$35 million for the tourism industry during the last quarter, from July to September 2024.

This represents an increase of \$7.5 million in revenue for the tourism industry compared to the same period in 2023. The improvement in sales was achieved with a similar number of contracted events. Services were contracted for 68 events, two more than the 66 reported last year. These activities to be held on the Island will generate 35,641 lodging nights.

“This shows Puerto Rico's enormous potential in this sector, and we can see it materializing with these sales levels in group travel, conventions, and sporting events. This has been a great collaborative effort. As long as the different components of the industry continue to work as a team, we will continue to advance in groups and events travel,” said Brad Dean, CEO of Discover Puerto Rico.

The events contracted during this period will benefit the tourism industry in the next four years. Most booked events are professional technology, science, education, business, and sports meetings.

This year, during the quarter from July to September, the Island hosted dozens of events. These events were booked during the last three years. Among the most notable are:

- **Amex InterAction 2024:** A series of conferences organized by American Express Global Business to promote the company's services among its clients and suppliers.
- **Premios Juventud 2024:** This annual event celebrates the achievements of the Hispanic entertainment industry. It was held on July 25 at the Puerto Rico Coliseum.
- **Cintas Incentive Program 2024:** This company, based in Ohio, held its annual incentive program for its employees and associates in Puerto Rico this year.
- **World Robot Olympiad—Puerto Rico Open Championship 2024:** More than 200 robotics teams from 15 countries held the event at the Puerto Rico Convention Center. It lasted three days in October and was coordinated by Techno Inventors, a non-profit organization that promotes education.



- Global Entrepreneurship Congress Plus (GEN+) 2024: This event was designed to promote collaboration and innovation between founders, investors, ecosystem builders, policymakers, and researchers from Latin America, the Caribbean, and other parts of the world. This was achieved through coordination between Invest Puerto Rico and GEN.

Puerto Rico will or have hosted many events during the current quarter (October to December 2024). Some of the most outstanding upcoming events include:

- NASAA Assembly 2024: The National Assembly of State and Art Agencies (NASAA) is a non-profit organization. Its annual assembly was held from October 23 to 26 on the Island, with a series of pre-conferences on the two previous days. The Institute of Culture of Puerto Rico was its host on the island.
- Space Research Association 2024: This non-profit corporation promotes space science, technology, and engineering. It brings together 121 prominent research universities. It was in charge of the management, operation, and maintenance of the Arecibo Observatory.
- 2024 Laurie Hernández Champions Challenge: This is a women's artistic gymnastics championship organized by LR Productions. The finalists will be selected after a series of qualifying events at the US level. The final will be held in Puerto Rico from December 19 to 21.

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