



Discover Puerto Rico completes innovative promotion with more than 1,300 billboards

The initiative included advanced 3D Times Square billboards that showed El Yunque waterfalls spilling out of the screen

San Juan, Puerto Rico, December 5, 2024 - Discover Puerto Rico completed an ambitious promotional strategy that projected several of the Island's most charming places on more than 1,300 billboards in cities in the East, Midwest, and South of the United States.

The initiative, which seeks to stimulate Puerto Rican tourism's high season, included the [projection of a waterfall in the El Yunque National Forest](#) and a hummingbird that, at times, seemed to come out of the promotional screens in the Times Square area in New York.

The advertisements started at the end of October when it was estimated that many tourists were selecting the destination they would visit during their winter vacations. Most visitors make their reservations between 30 and 60 days in advance.

In addition to El Yunque, the billboards featured photographs of Old San Juan, Playa Negra in Vieques, the culinary delights of Cayey, and Puerto Rican sunsets, among other images.

“With these promotions, we keep Puerto Rico fresh in the minds of travelers and stimulate the industry during this high season and the beginning of 2025. We are seeing 2024 ending as the fourth consecutive year of historic growth in the Puerto Rican tourism industry, and we want 2025 to continue this growth trend,” said Brad Dean, CEO of Discover Puerto Rico.

The strategy included digital, static, and moving billboards in some of Puerto Rico's main markets, such as New York, Newark, Atlanta, Boston, Philadelphia, and Chicago, among other cities in the Midwest, East, and South of the United States. The effort generated more than 200 million impressions across all markets.

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