



The tourism industry adds 5,300 jobs in 12 months

2024 is predicted to be another record year for the industry in areas like lodging demand, passenger arrivals, destination brand health, and sporting events

San Juan, Puerto Rico, December 10, 2024 – 2024 will end with year-over-year increases in passenger arrivals to Puerto Rico (+8%), lodging revenue (+8%), and lodging night demand (+7%), marking this the fourth consecutive year in which the tourism industry breaks its performance records.

More importantly, the U.S. Bureau of Labor Statistics estimated leisure and hospitality employment on the Island at 101,300 in October. This is 5,300 net new jobs in the economy in 12 months, said Laressa Morales, Director of Research and Analytics for Discover Puerto Rico.

“As the year progressed, we were asked how 2024 was going. The question was whether we could surpass the success of the previous year. Although we still have a couple more weeks to go until the end of the year, I am certain we will have much to celebrate when it comes to 2024,” said Morales during Discover Puerto Rico’s Industry Update, held at the Ana G. Méndez University, Carolina Campus.

“This speaks to the great work that, together, as an industry, we have done, first, capturing the imagination of travelers who choose Puerto Rico as their destination and then, providing an excellent experience that makes many visitors want to return,” said Brad Dean, CEO of Discover Puerto Rico.

Morales detailed that familiarity with Puerto Rico, positive perception of the destination, and the likelihood of visiting the Island registered extraordinary advances in 2024, according to surveys by Strategic Marketing Research & Insights (SMARI) that measures the perception of travelers in Puerto Rico’s key markets. These are key metrics used by destinations to track the effectiveness of their campaigns.

The data shows that nearly half of travelers (48%) positively perceive the destination. This represents an increase of two percentage points in the last year and enormous progress compared to the 37% reported in 2019.

Meanwhile, travelers' familiarity with the destination increased from 39% to 45% last year. That metric was at just 29% in 2019. Similarly, the probability of visiting Puerto Rico rose from 21% to 25% between 2023 and 2024.



“This shows the effectiveness that Discover Puerto Rico's campaigns have achieved and shows the success of adopting the destination's marketing organization model, maintaining brand consistency, and developing long-term strategies that capture the imagination of travelers,” said Glorianna Yamín, VP of Marketing, Discover Puerto Rico. Discover Puerto Rico also informed about the progress made in the sporting events segment. In 2019, the travel industry sector had a \$14 million economic impact on the Island. This, however, increased to \$49.6 million in 2024, reported Carlos Deliz, Director of Sports Tourism at Discover Puerto Rico.

This was achieved with increased events on the island and the lodging nights requested by the teams and competitors visiting from abroad. In 2019, this sector generated 11,201 nights of accommodation. This figure, however, is expected to reach 29,350 this year.

“We have met or exceeded the established goals of room nights and economic impact every year since 2019. These have been years of dedication and effort, and the success is directly tied to the key relationships we have established with hotels, sports organizers, service providers, and independent producers of sporting events,” said Deliz.

Most events are in sports culturally associated with Puerto Rico, like baseball, basketball, and volleyball. Many trips are made by clubs looking for training places during the winter, invitational tournaments, or competitions with paid registration.

###

Contacts: ricardo.cortes@discoverpuertorico.com / janid.ortiz@discoverpuertorico.com