



DISCOVER
Puerto Rico

August Industry Update

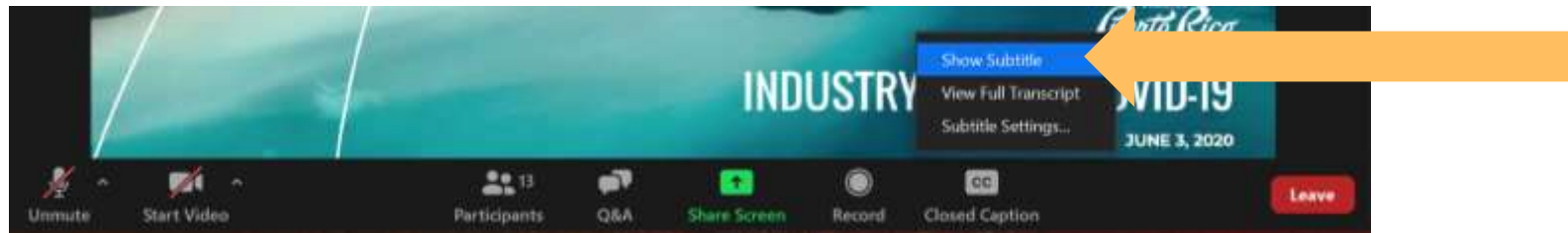


AUGUST 18, 2022

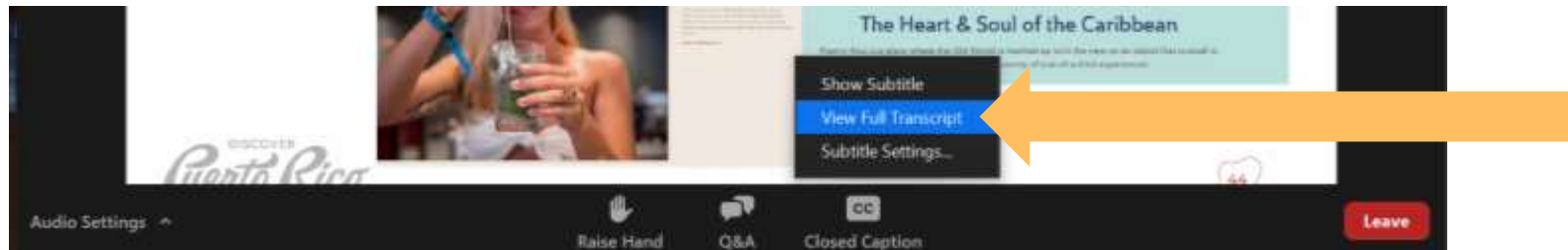
SIMULTANEOUS TRANSLATION

ENABLE CLOSED CAPTIONS TOOL

1. When closed captions are in use, you will see a notification. This will appear in the controls at the top of your screen.
2. After selecting **Closed Caption** or **Show Subtitle**, you will see the captioning at the bottom of your screen.



3. You can also select the **View Full Transcript** feature.



August Industry Update: Agenda

01



BRAD DEAN

Chief Executive
Officer

02



ALISHA VALENTINE

Research and
Analytics Director

03



LEAH CHANDLER

Chief Marketing
Officer

04



ED CAREY

Chief Sales
Officer



Overview

BRAD DEAN

Chief Executive Officer



Research and Statistics

ALISHA VALENTINE

Director of Research & Analytics

YEAR-TO-DATE LODGING DEMAND

TOTAL PUSHES 18% HIGHER THAN 2021

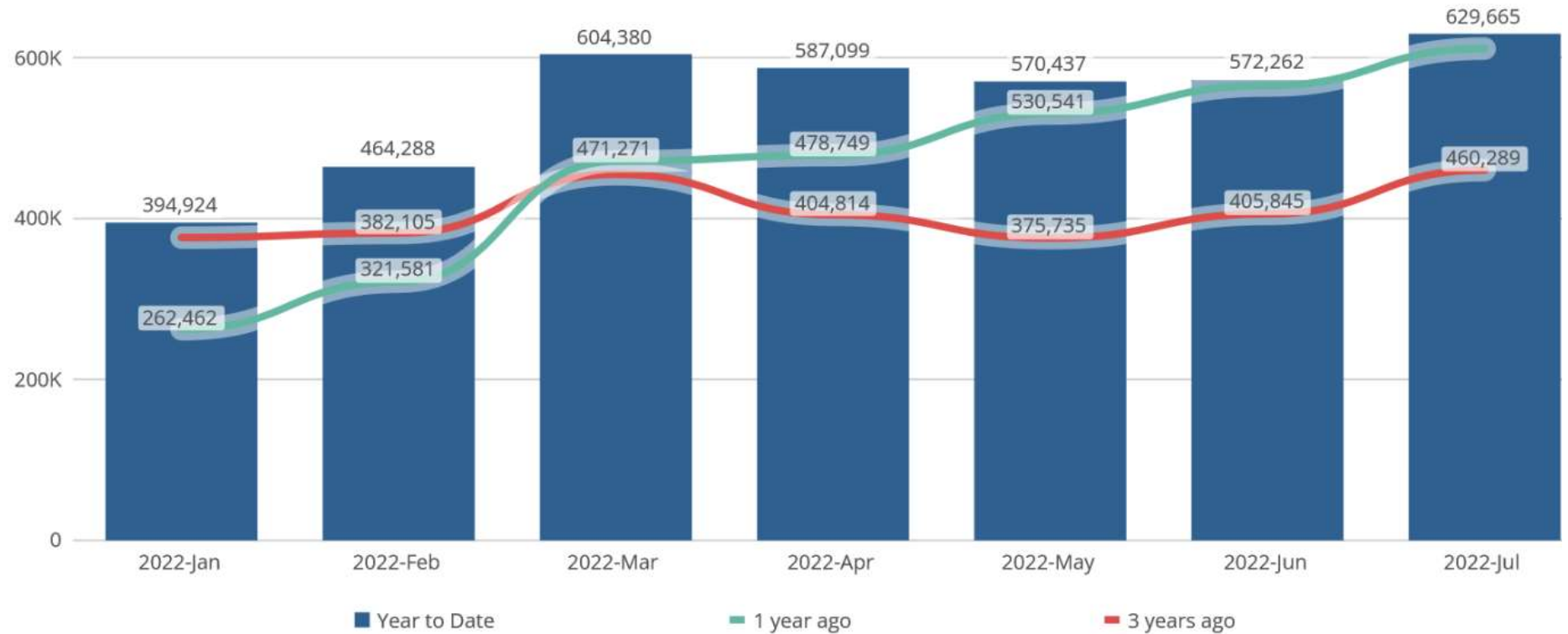
- Year-to-date, hotels booking 17% than 2021; rentals, 20% higher
- Unique position in 2021 drove much of demand. Total lodging demand is 34% higher than 2019.



MONTHLY LODGING DEMAND

GROWTH SLOWS IN MAY, JUNE, AND JULY WITH RISING INFLATION

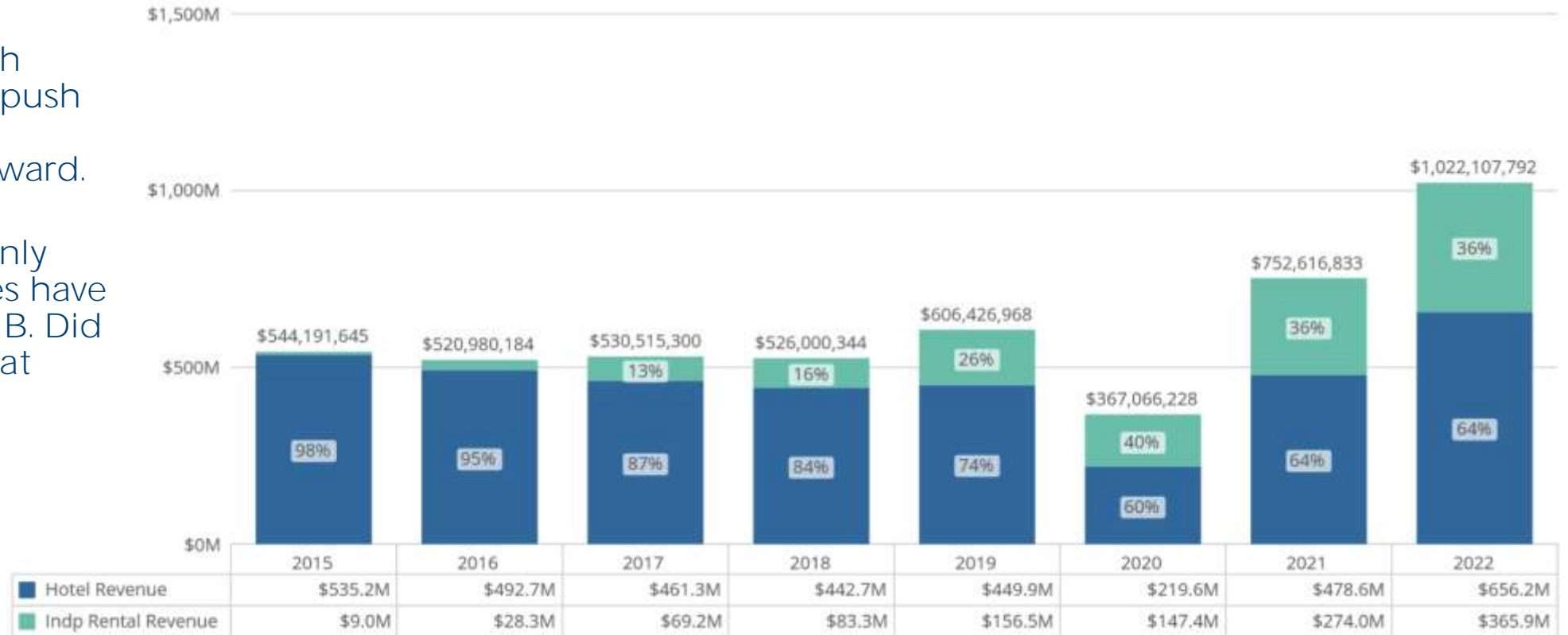
- Increased lodging demand over 2021 has slowed since April.
- Each month continues to see increases over 2021, but in June that was just 1% higher than 2021



REVENUE CROSSES \$1 BILLION

YEAR-TO-DATE REVENUE 36% HIGHER THAN 2021

- Continued demand with strong rates push year-to-date revenues upward.
- 2021 is the only year revenues have surpassed \$1B. Did not reach that mark until October.



COMPETITIVE POSITION

CONTINUE TO OUTPERFORM OTHER U.S. DESTINATIONS

Travel Spending (% change vs 2019)

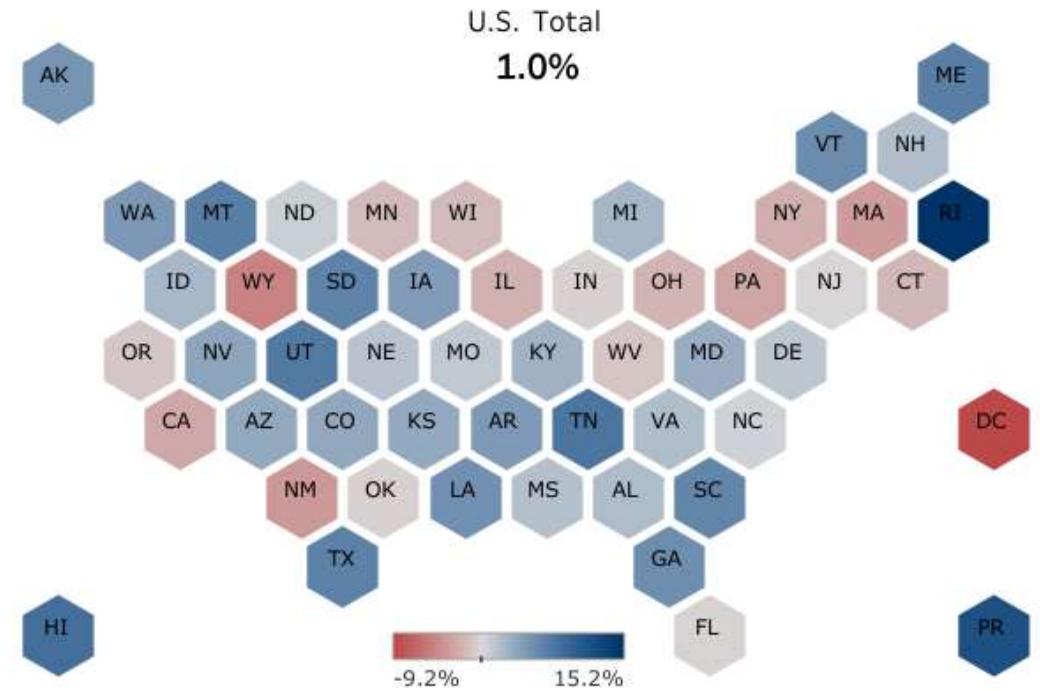
Puerto Rico vs U.S. total



Travel Spending by State

June, 2022, % change vs. 2019

Travel Spending



TOTAL NON-FARM JOBS

HOSPITALITY THE 5TH LEADING EMPLOYER; OVER 6,400 MORE JOBS THAN 2019

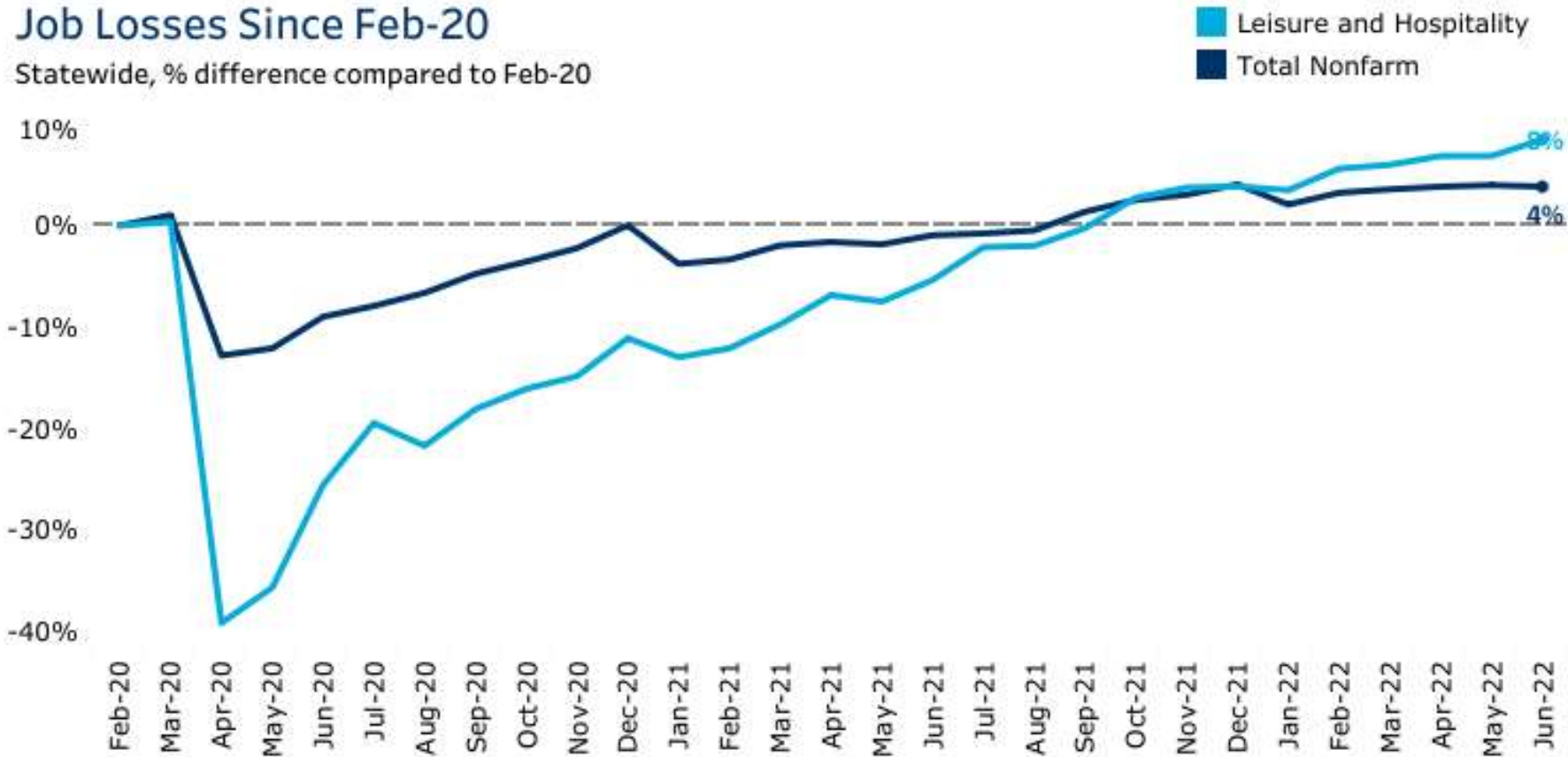
Employment Numbers by Industry

Statewide, June 2022



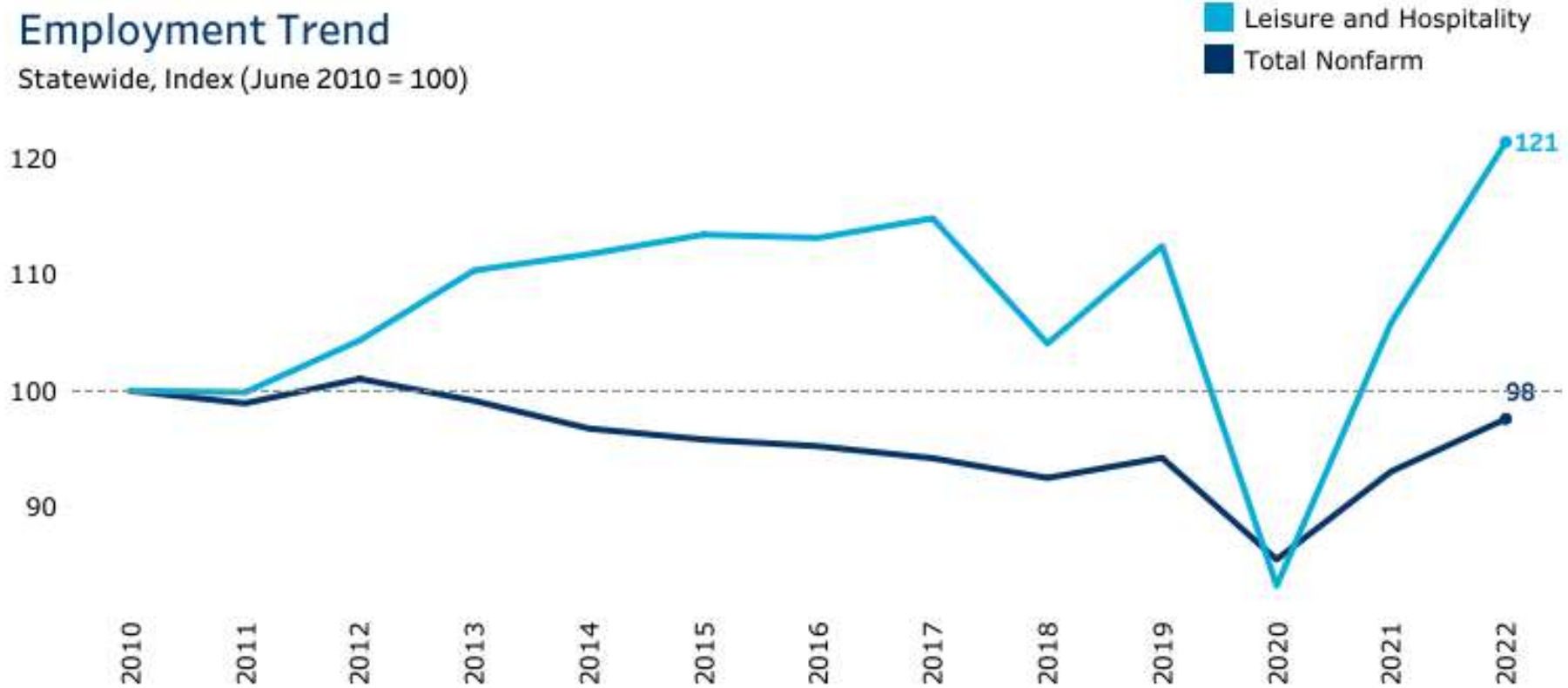
HOSPITALITY QUICK TO RECOVER

INDUSTRY SAW THE STEEPEST LOSSES TO COVID; OUTPACING THE AVERAGE



SIGNIFICANT INDUSTRY GROWTH

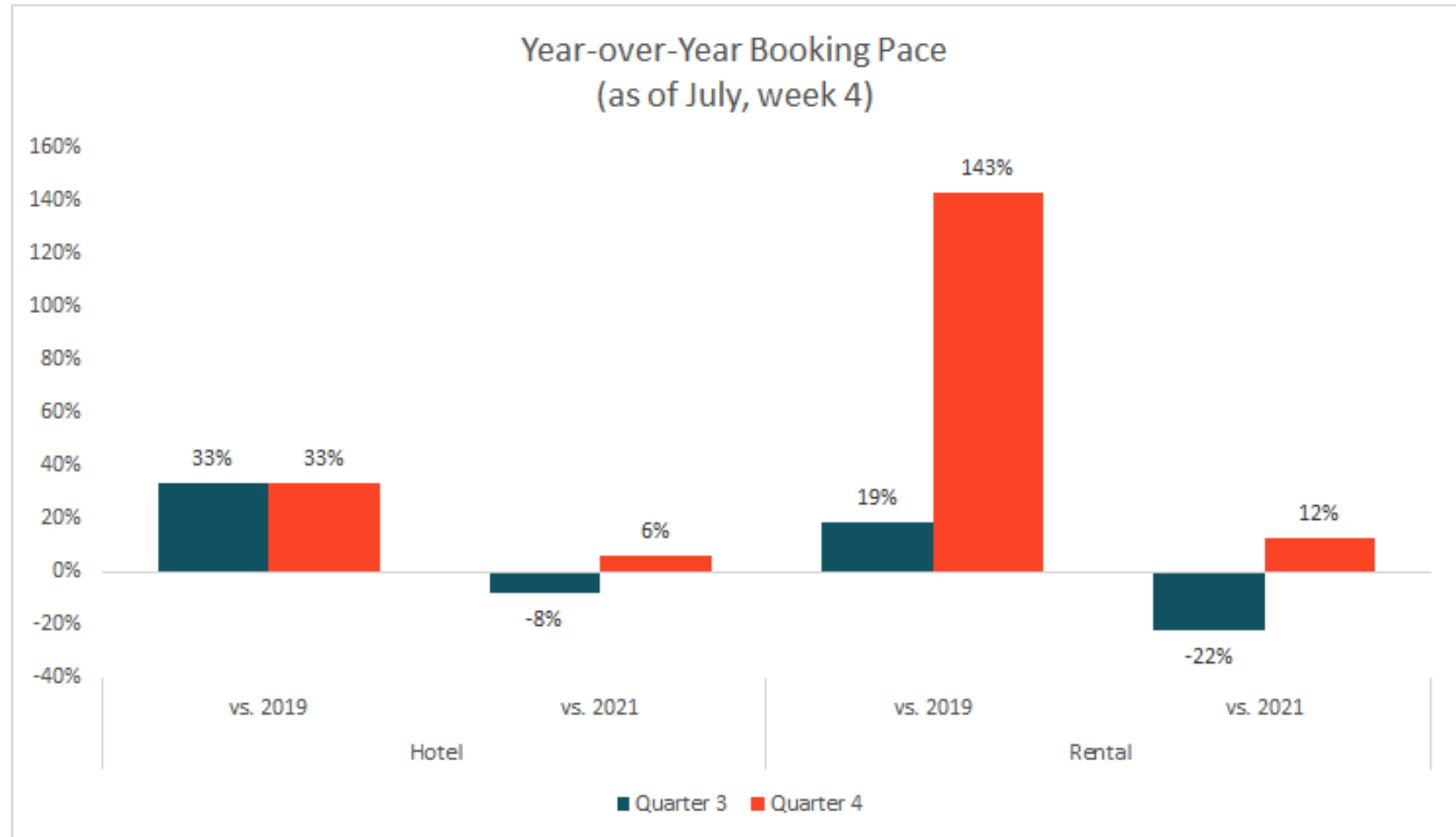
ISLAND-WIDE EMPLOYMENT BELOW 2010 BUT HOSPITALITY UP 21%



BOOKING PACE FOR REMAINDER OF 2022

Q3 BOOKING BELOW 2021 PACE, BUT WELL ABOVE 2019

- Anomaly in booking pace in 2021 after vaccines available, destination opened, and 3rd stimulus checks arrived
- Hotels and rentals booking well ahead of 2019 pace



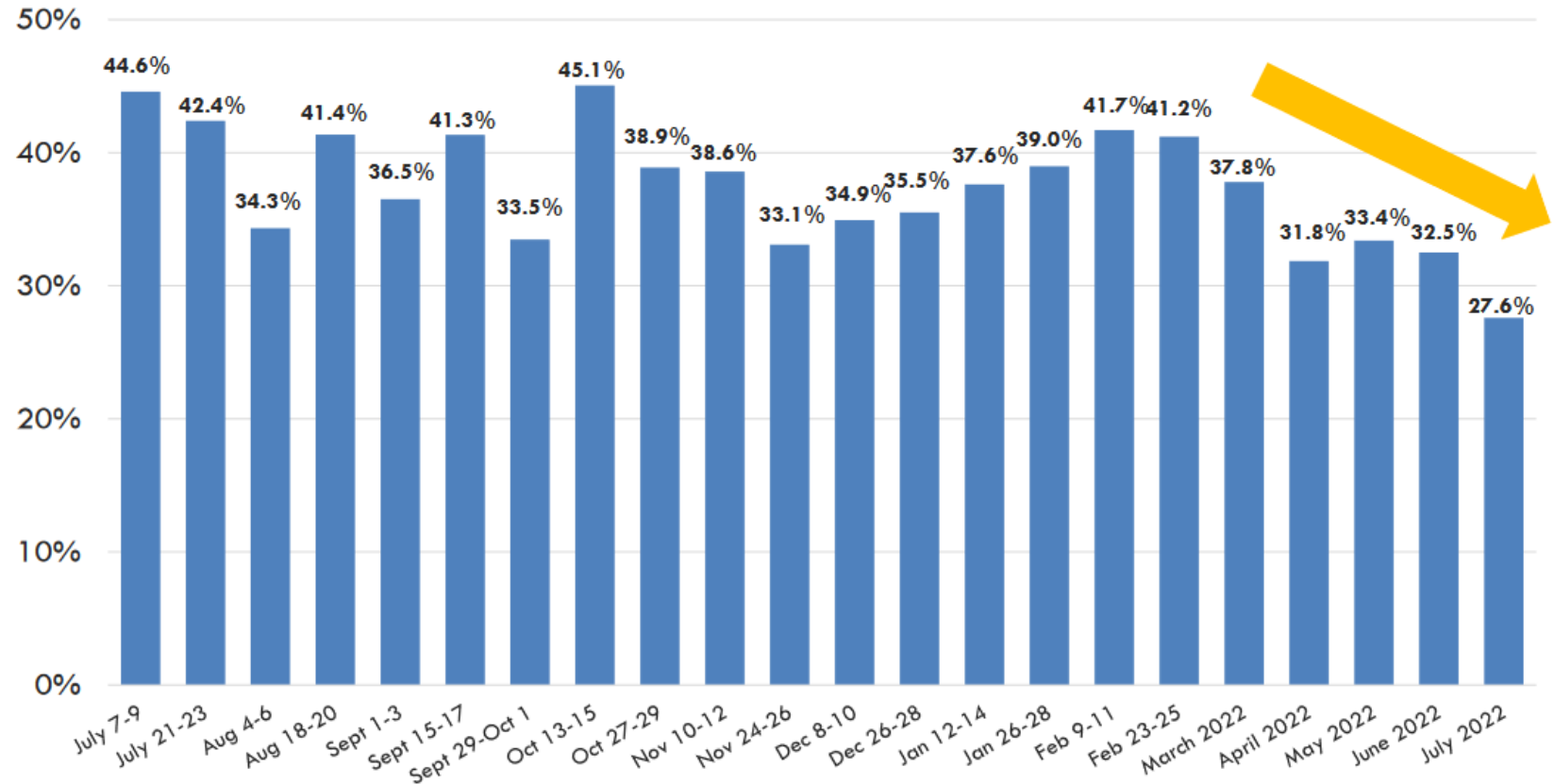
Source: TravelClick & AirDNA

FINANCIAL CONCERNS HEIGHTEN

CONSUMERS COOL TO SPENDING ON TRAVEL

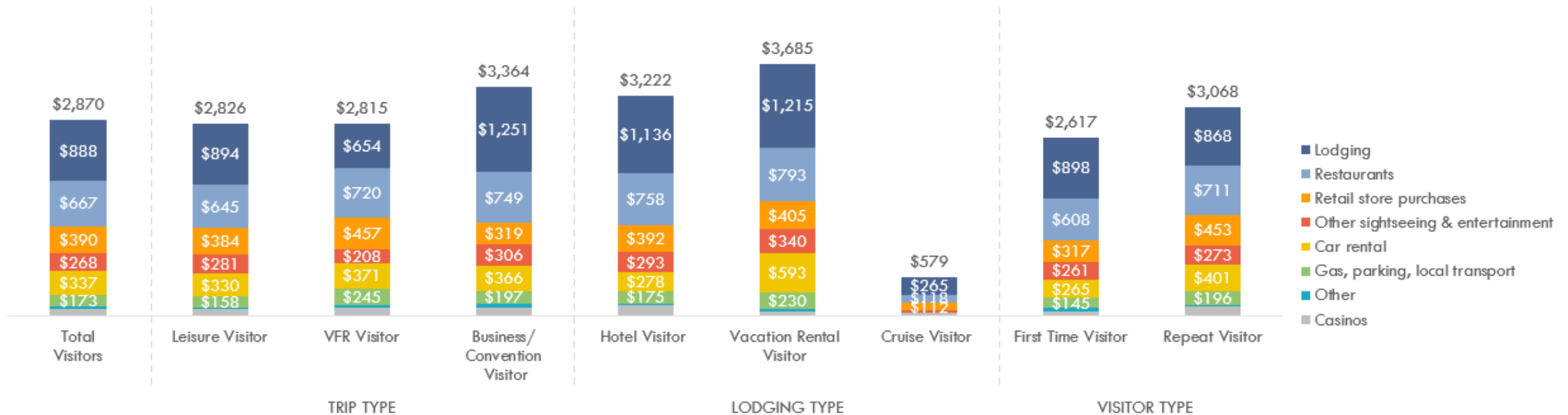
- Inflation at its highest in 40 years
- Booking pace began to cool after Federal Reserve's second interest rate hike in May – have been two additional increases since then

% Good or Very good time to spend on travel



AVERAGE TRIP SPENDING

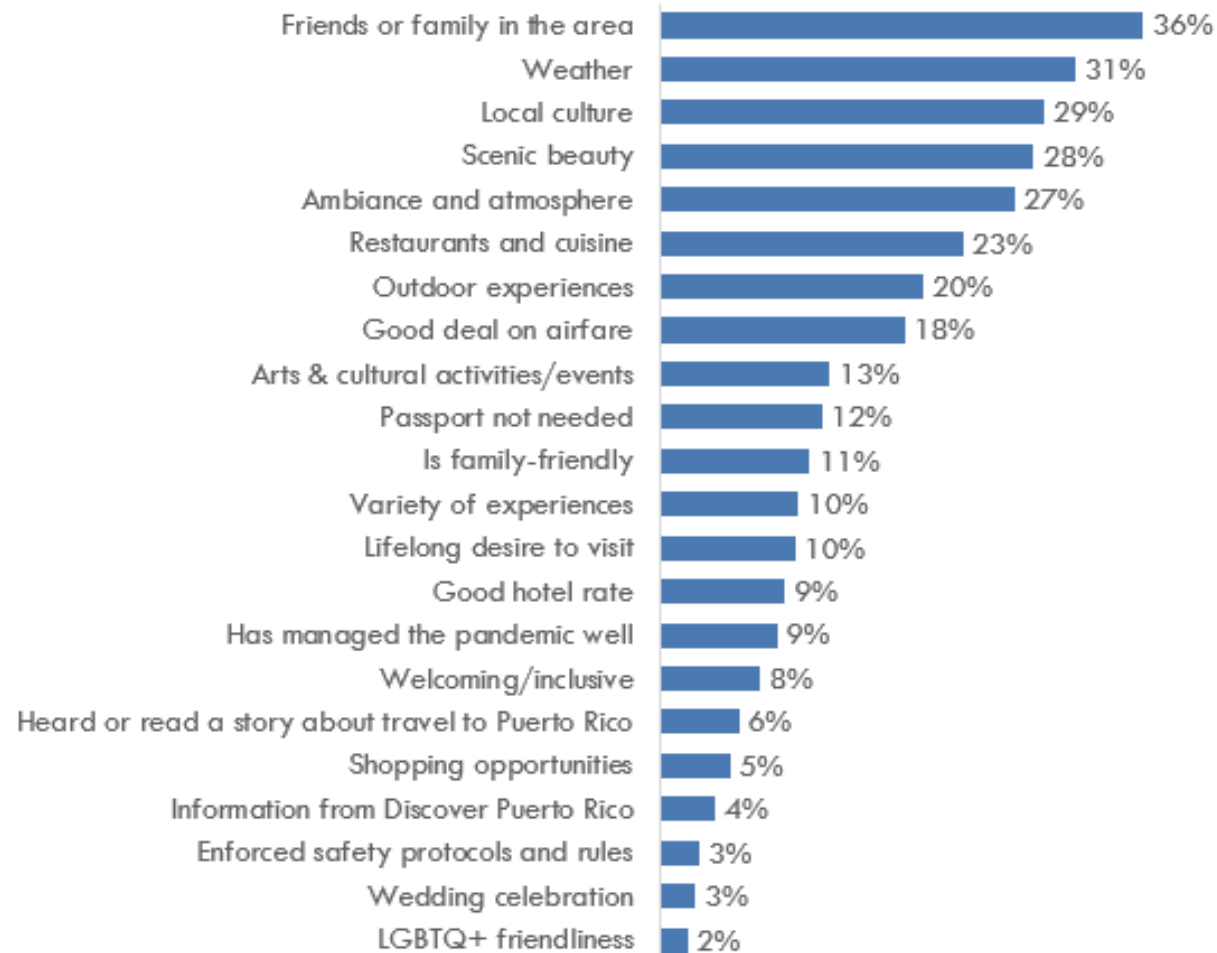
MORE THAN A THIRD OF SPENDING ON LODGING WITH INCEASING RATES



REASONS FOR CHOOSING PUERTO RICO

MOTIVATORS REFLECTED IN MARKETING CREATIVE

- Only 12% of visitors identified their primary purpose of the trip as VFR (visiting friends and relatives) but the highest motivator.
- Nearly a third of visitors are Diaspora
- Local culture a significant motivator – behind only weather and friends or family.





Destination Marketing and Communications

LEAH CHANDLER, CDME

Chief Marketing Officer

Economic Playbook

OVERVIEW

- Created to remain ahead of the curve and proactively adjust planning for economic implications that may have a negative impact on tourism. Demonstrate how the destination will adjust/react to ensure that our plans are taking these into consideration.
- The playbook focuses on:
 - What we need to measure
 - How we navigate this evolving landscape
 - Actions we can swiftly take to ensure we continue to drive visitation and tourism revenue for Puerto Rico through a variety of economic situations that can impact travel

RESPONSE FRAMEWORK

IF THIS, THEN THAT

Based on understanding potential impact to guide our strategic decision-making. This includes how, when and to what extent we respond. To ensure a measured but timely response we will employ the following 'If This, Then That' approach:

IF: There is a significant change in economic factors or conditions.


THIS: Which correlates to or impacts 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.

ECONOMIC PLAYBOOK

MESSAGING, TARGETING AND CHANNEL RESPONSE PLANS

- We've outlined the below economic impacts that are top of mind for the destination and stakeholders:
 - Inflation
 - Recession
 - Decrease in Flight Capacity
 - New COVID-19 Restrictions/ Wave
 - Decrease in Marketing funds
- 
- Paid Media Tactics
 - Owned Media Tactics
 - Earned Media Tactics
 - Measurement Implications
 - Messaging Implications



Distrito T-Mobile

PHOTOSHOOT



LIVE BORICUA DISTRITO T-MOBILE SHOOT

Strategic priorities

- Highlight Distrito T-Mobile as a Live Boricua experience
- Focus on the tangible and immediate benefits of the Distrito T-Mobile product and experience
- Continue to evolve Live Boricua as an immersive feeling and frame of mind that is at the DNA of the Puerto Rico experience and lifestyle

Production Details

- Locally sourced talent and photographer
- Timing mid-September to early October

Sports



MICE

WHERE SPORTS MEETS SPECTACULAR

- When you host a sporting event in Puerto Rico, you get much more than just high-quality facilities. You get the energy, the vibrancy and the excitement of being immersed in our Boricua culture and stunning natural surroundings, before, during, and after the game.



Messaging Hierarchy

LIVE
Boricua

MAKE YOUR MEETING
Boricua

MAKE YOUR EVENT
Boricua

MAKE YOUR TRIP
Boricua

MAKE YOUR CONVENTION
Boricua

WHERE SUPERSTARS MEET A BILLION STARS.



MAKE YOUR EVENT

Boricua

Boricua [boh-ree-kwah] is more than a word to identify a person from Puerto Rico. It's a way of life that means we live for every moment. Our unmatched spirit will inspire and invigorate players and attendees, and our vibrant culture, incredible location, year-round warm weather, and abundant natural wonders mean that when the game ends, the fun and adventure are just beginning. Learn more at DiscoverPuertoRico.com/Sports

Property name | City | Puerto Rico



WHERE TEE TIME MEETS ONCE IN A LIFETIME.



MAKE YOUR EVENT **Boricua**

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Property name | City | Puerto Rico



WHERE THE PASSION TO WIN MEETS THE PASSION OF OUR PEOPLE.



MAKE YOUR EVENT
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Property name | City | Puerto Rico



WHERE OVERTIME MEETS OVER THE TOP.



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WHERE THE GAMES OF SUMMER MEET YEAR-ROUND SUMMER.



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WHERE GAMES MEET GAME-CHANGING.



MAKE YOUR EVENT **Boricua**

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Property name | City | Puerto Rico



WHERE SPORTS

DISCOVER
Cuerto Rico

MEETS SPECTACULAR

MAKE YOUR EVENT

Boricua





AIRPORT TAKEOVER

SJU

- Extending the Live Boricua campaign to those arriving at SJU in our domestic Terminals A, B and C.
- Showcasing our campaign imagery on various digital and static boards throughout the airport.
- As an additional opportunity to engage with visitors we are working to create a photo activation in Terminal B where visitors will be able to take their photo in front of a Live Boricua display.

TERMINAL A CREATIVE MESSAGING MAP



ACTIVATION TERMINAL B | 3D SIGNAGE & BACKDROP



Public Relations

UPDATE

LIVE BORICUA

EDUCATING EMERGING MARKETS

- To sustain momentum in emerging markets, Discover Puerto Rico created and sent specialized mailers with locally sourced products to Diaspora influencers and media.
- Included a personalized card with a CTA to share #LiveBoricua moments with followers – this tactic resulted in over **3 million social media impressions**.
- As a next step, Discover Puerto Rico is partnering with Diaspora influencers to host a 'Live Boricua' giveaway on their social channels to educate their audience on the meaning of "Boricua."



NEW YORK EVENT

CELEBRATING LIVE BORICUA WITH NY DIASPORA

- Partnered with the iconic Puerto Rican restaurant Chocobar Cortes for a rum & chocolate tasting.
- Hosted 16 media and influencers, which resulted in 76 Instagram stories and 3M social impressions.



BOSTON EVENT

ENGAGING WITH THE SPORTS INDUSTRY

- Hosting media at a ball game to celebrate notable Boricua baseball stars, Discover Puerto Rico partnered with the Boston Red Sox for a Puerto Rico Heritage Night baseball game.
- Partnered with Medalla for gear and provided media with a special Red Sox jersey that proudly showcased the Puerto Rican flag.
- During the event, 12 media from top publications attended, resulting in 6 static Instagram posts and 22 Instagram stories accounting for 513K impressions.



ST. LOUIS CARDINALS EVENT

- Hosted media at a Yadier Molina's charity gala on August 15th and in a private suite for the St. Louis Cardinals baseball game on August 16.
- We secured top tier sports media from **The Athletic** and **St. Louis American** to attend the charity gala and enjoy Puerto Rican food and entertainment
- We secured St. Louis media including the **St. Louis Post-Dispatch** and USH outlet **Red Latina** along with influencers for the game on August 16th for an on-field experience and suite access
- Discover Puerto Rico representatives were interviewed on-screen in the stadium in English and via Cardinals' Spanish radio to share more about the Island including our 'Live Boricua' campaign



SUMMER OF RUM

TOASTING TO SUMMER

- In celebration of National Rum Month, Discover Puerto Rico hosted a "Summer of Rum" activation at VICE media and Conde Nast to bring a bit of Puerto Rico to their offices and to engage with media
- The DMO partnered with Don Q to create signature rum cocktails Lechonera La Piraña for Puerto Rican bites
- We secured a segment on Good Day New York on National Rum Day (August 16) with mixologist Roberto Berdecía, who showcased two signature rum drinks.



UPCOMING EVENTS

LIVE BORICUA IN EMERGING MARKETS

- Bachelor/bachelorette themed media event in Nashville on August 24.
- The DMO created a branded bar bike, which served Medalla, and afterwards, a mixology class at Liquor Lab for custom cocktails and Puerto Rican culinary delights from local Café Mofongo.
- To date, 10 media and influencers confirmed from publications **Harper's Bazaar**, and **Parade Magazine**.



LOOKING AHEAD

UPCOMING NEWS ENGINE EFFORTS

- Q3 2022
 - Labor Day Weekend travel
 - National Hispanic Heritage Month (Sept-Oct)
- FAM trips
 - Rum & Cacao FAM (Aug 18-21)
 - Beaches & Scuba Diving FAM (Aug 25-28)



Media

UPDATE

MEDIA RESULTS: CORE & ARP

Q2'22

- Traditional Media
 - Over-the-Top Impressions: 60,641,374
 - National Addressable TV Impressions: 12,418,253
 - Spot TV (A25-54) Impressions: 20,105,097 (some reporting still pending)
 - National Print across NY Times Magazine, Food & Wine, Coastal Living, Southern Living & Playbill
- Digital Media
 - Display, Native, Video, and Custom Content: 190,974,970 impressions
 - Video Completions: 44,445,722
 - SEM: 12.67% CTR and a \$1.10 CPC
 - Social: 32,326,482 Impressions with a Cost Per Landing Page View of \$1.23
 - Custom Content Executions
 - o Placements including Afar, NYTimes, Atlas Obscura, The Culture Trip, Smithsonian

MEDIA RESULTS: CORE & ARP

Q2'22

- LGBTQ+
 - Traditional Media
 - National Print
 - Passport Magazine & Out Traveler Magazine
 - Regional Print
 - Rivendell's Pride issue, across 8 top markets
 - Digital Media
 - Cross Platform (Digital + Print) Promotion
 - PassportMagazine.com - social, display, email
 - Pride.com - display
 - Social: 1,612,876 Impressions
 - Native: High Reach of 8,765,265 Impressions

UPCOMING MEDIA RESULTS: CORE & ARP

SEPTEMBER - DECEMBER

- Domestic Leisure
 - Traditional Media
 - National Addressable Cable TV
 - Over-the-Top
 - Food & Wine Magazine
 - Digital Media
 - Native, Display, Video
 - Top performing revenue drivers
 - Social
 - Paid Search
- LGBTQ+
 - Traditional Media
 - Over-the-Top
 - Passport Magazine
 - Digital Media
 - Rich Media
 - Video
 - Social
 - Site Direct- Content Alignment
 - Them, Q Digital, Passport, Pride

MEDIA PLANS: YEAR-OVER-YEAR COMPARISON

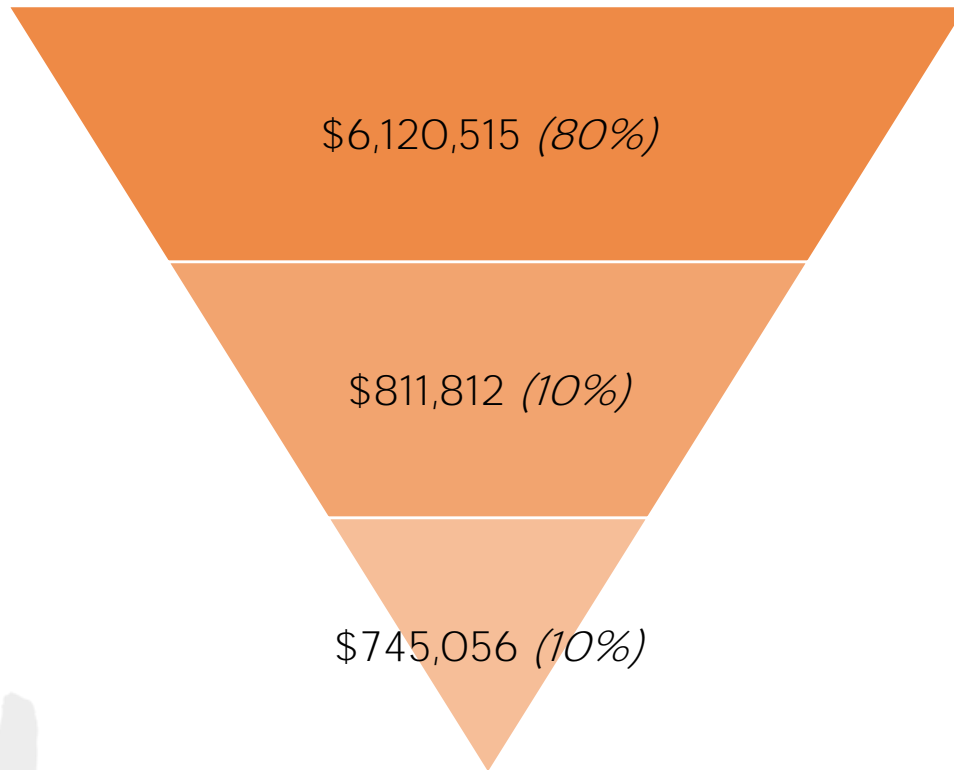
JULY-DECEMBER

	July - Dec. 2021	July - Dec. 2022
# Markets	Up to 19 Markets (varying based on market conditions)	National + 26 Spot Markets
Total Media Spend	\$7,677,384	\$8,568,522
Traditional Media Spend	\$4,871,199	\$5,366,266
Digital Media Spend	\$2,806,185	\$3,202,256

MEDIA PLANS: YEAR-OVER-YEAR COMPARISON

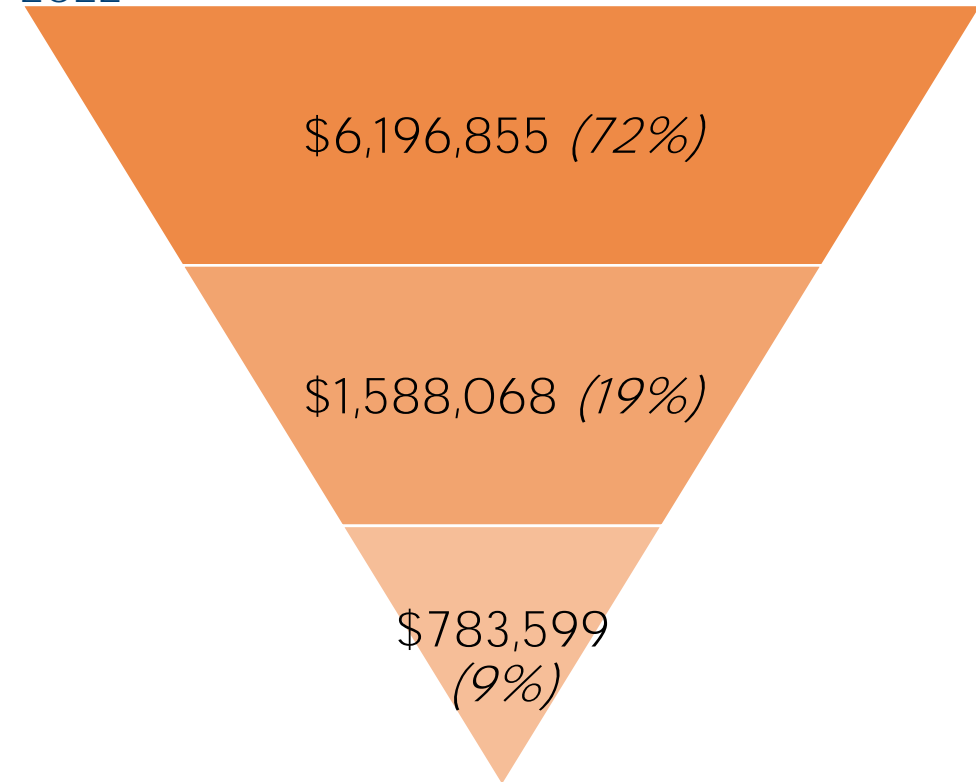
JULY – DECEMBER: INVESTMENT BY PART OF THE FUNNEL

2021



TOTAL: \$7,667,384

2022



TOTAL: \$8,568,522

Digital

UPDATE

WEB

PERFORMANCE STATS

MoM: July 2022 vs June 2022

- Sessions are down 17%
- Pageviews are down 12%
- Bounce rate is down 5%
- Time-on-site is up 13%
- Organic visits are up 9%

YoY: July 2022 vs July 2021

- Sessions are down 19%
- Pageviews are down 19%
- Bounce rate is up 20%
- Time-on-site is down 23%
- Organic sessions are down 29%

WEB

CONTENT UPDATE

- Launched Phase 1 of the Spanish website DiscoverPuertoRico.com/es
 - 245 pieces of content are now live!
 - 289 pieces of content will be translated for Phase 2 (MICE, Sports, and Incentive)
 - Phase 3 will include translated business profiles



SOCIAL MEDIA

ASMR #LIVEBORICUA VIDEO SERIES

- Launched June 19th using a short ASMR video format, focused on highlighting authentic Puerto Rican partners in tourism.
- With paid advertising, the "piragüero" video generated almost 81.8K views and reached more than 110.4K users.
- Results
 - Video Views: 247.4K
 - Impressions: 93.7K
 - Social Media Users Reached: 307K
 - Engagements: 12.6K



COCONUT SELLER



BOMBA DANCER



PIRAGÜERO



PIÑONES COOK



BARTENDER

SOCIAL MEDIA

"BACK TO OUR ROOTS" VIDEO SERIES

- This ongoing social activation called "Back to Our Roots" launched on July 31st, was created as a tribute to our Island's agricultural industry.
- The first episode, which was promoted, featured the Campo Alegre pineapple farm in Arecibo.
- Results
 - Video Views: 79.7K
 - Impressions: 64.2K
 - Social Media Users Reached: 95.5K
 - Engagements: 5.4K
- The second episode of the series will be dedicated to coffee production and will be launched in the beginning of October for International Coffee Day.



MICE Marketing

UPDATE

A promotional graphic for Puerto Rico. The background features a clear blue sky, several tall palm trees, and a portion of a light-colored building on the left. A Puerto Rican flag is flying on a black pole on the left side of the frame. The flag has a blue triangle with a white star, a white triangle, and a red triangle. Overlaid on the center is the text 'DISCOVER' in a white, bold, sans-serif font, followed by 'Puerto Rico' in a large, white, elegant script font.

DISCOVER
Puerto Rico

DiscoverPuertoRico.com



DISCOVER
Puerto Rico

DiscoverPuertoRico.com

UPCOMING PROJECTS

- Tradeshow booth graphics
- Backdrops
- Pull-up and tabletop banners
- Market-specific collateral material





Sales and Services

ED CAREY

Chief Sales Officer

PRODUCTION JULY – JUNE 2021 – 2022 VS. 2019

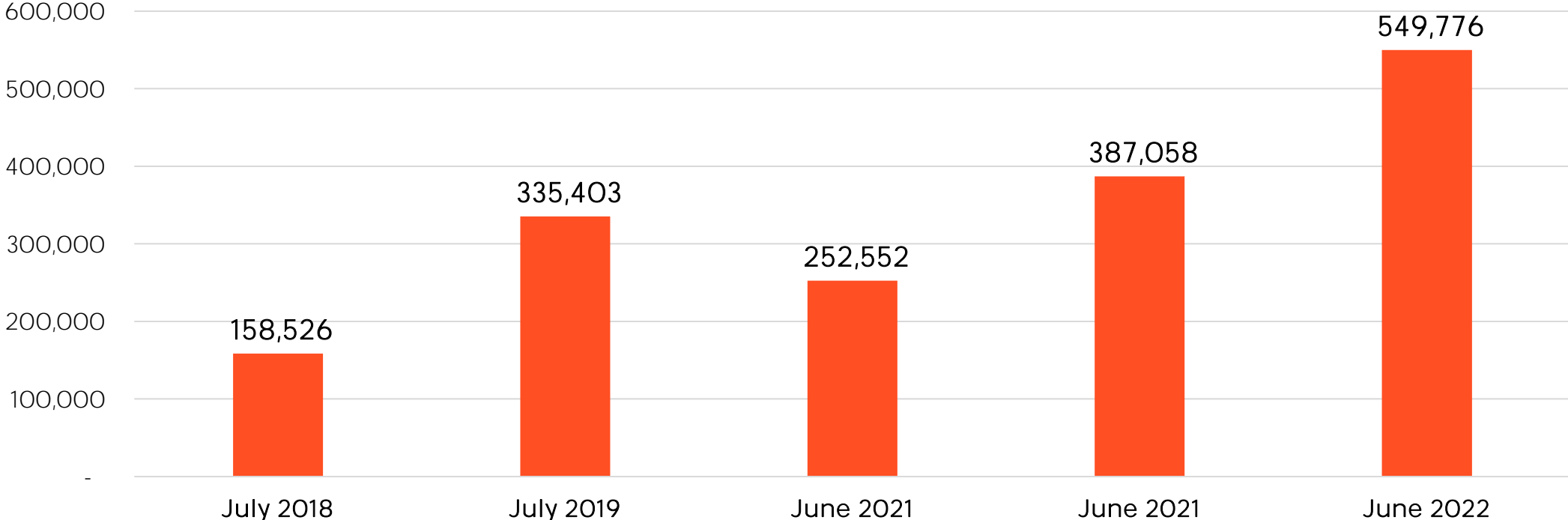
MONTH OF JUNE AND FISCAL YEAR END

	June 2022	June 2019	Variance	July 2021 – June 2022	July 2019 – June 2020	Variance
New Leads Generated and Room Nights Potential	142 102,472	91 53,788	+56% +91%	1,330 964,101	780 470,576	+71% +105%
Definite Bookings	49	28	+75%	262	209	+25%
Booked Room Nights	22,422	15,450	+45%	143,122	108,225	+32%
Definite Booking Conversion	36%*	35%*	+3%	29%*	25%*	16%

SALES PIPELINE AS OF JUNE 30, 2022

\$418.3M ECONOMIC IMPACT

Requested Room Nights

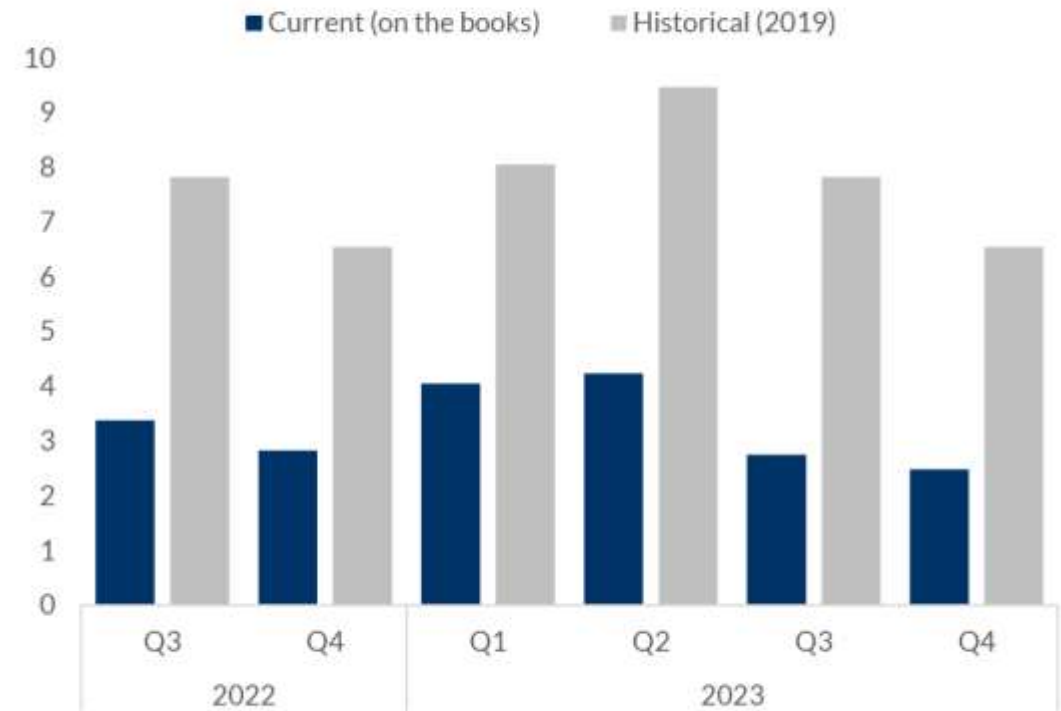


GROUP ROOMS ON THE BOOKS U.S. AGGREGATE

- As is expected, room nights currently on the books for 2022 are well below demand during 2019.
- As background, this is a comparison of events already on the books for dates in the future, as compared to actual events that occurred during 2019.

On the books relative to 2019

Room nights, in millions



Source: SimpleView CRM (250+ DMOs)

GROUP DEMAND U.S. AGGREGATE

Group demand benchmark: Annual

Group demand benchmark
(2019=100)

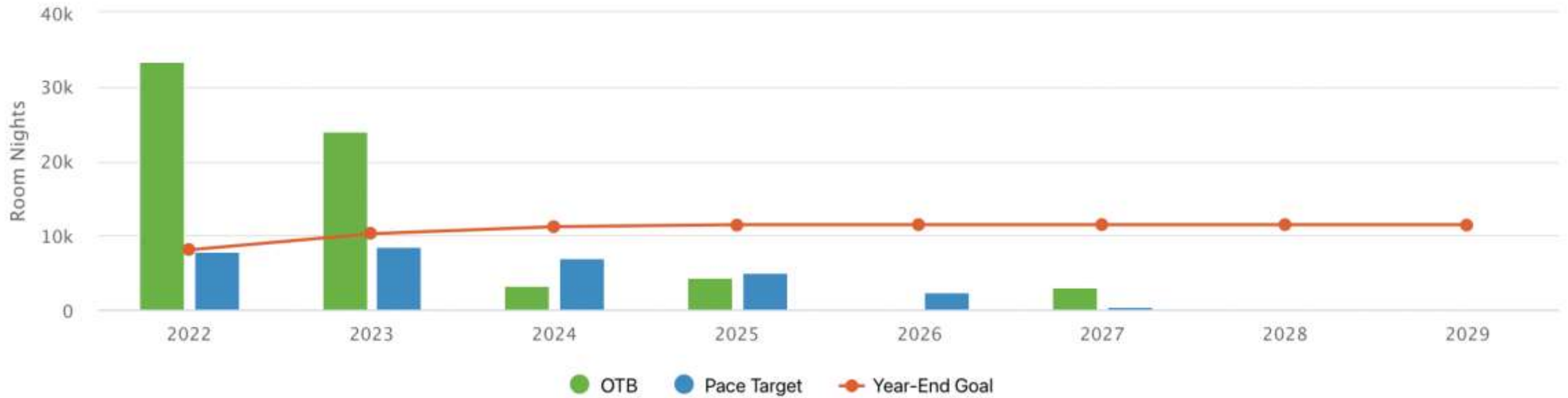
	2019	2020	2021	2022	2023	2024	2025
Group demand benchmark (2019=100)							
Baseline	100.0	31.7	44.3	77.3	88.8	96.7	101.8
Downside	100.0	31.7	44.3	73.4	75.6	86.2	93.1
% diff from Baseline	0.0%	0.0%	0.0%	-5.1%	-14.9%	-10.8%	-8.5%
Growth from prior year							
Baseline		-68.3%	39.8%	74.5%	14.9%	8.8%	5.3%
Downside		-68.3%	39.8%	65.5%	3.0%	14.1%	8.0%
Relative to 2019							
Baseline	0.0%	-68.3%	-55.7%	-22.7%	-11.2%	-3.3%	1.8%
Downside	0.0%	-68.3%	-55.7%	-26.6%	-24.4%	-13.8%	-6.9%

Source: 2Synergize FuturePace; Tourism Economics

FUTURE PACE

ON THE BOOKS VS PACE TARGETS

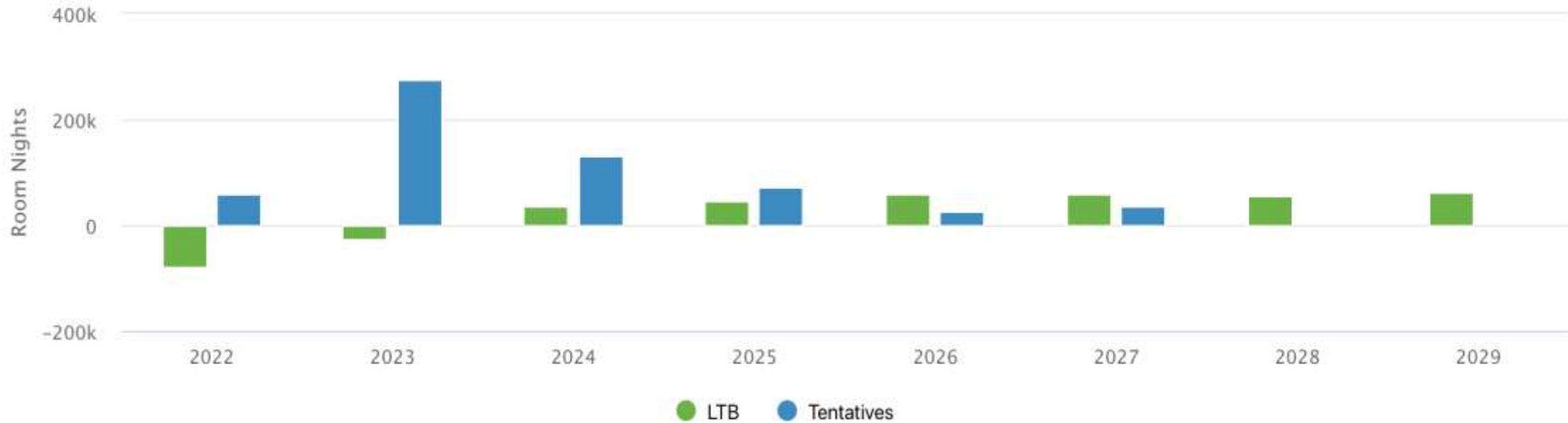
Room Nights: OTB Vs Pace Target



FUTURE PACE

LEFT TO BOOK VS TENTATIVE

Room Nights: LTB Vs Tentative



TRADESHOWS & EVENTS



IMEX FRANKFURT

MAKE YOUR MEETING

Boricua

DISCOVER Puerto Rico

We look forward to seeing you at:

MPI World Education Congress

June 21-23, 2022

Stop by the Discover Puerto Rico's booth (#742) for authentic Puerto Rican coffee and learn how to immerse your attendees in our unmatched culture, when you book your next event in Puerto Rico.

 **MIKKI WALLS**
West, Southwest, Ak, HI & HPN Global Sales
National Sales Director
Mikki.Walls@DiscoverPuertoRico.com

 **CAROLYN BLAKE**
Midwest
National Sales Director
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 **JACQUELINE ROSA**
Convention Sales Strategy Director
Jacqueline.Rosa@DiscoverPuertoRico.com

  MeetingsInPR  DiscoverPuertoRico  DiscoverPuertoRico.com/Meetings

MPI WEC 2022



SOUTHEAST ROADSHOW

UPCOMING FY 2022

ROADSHOWS, TRADESHOWS & SPECIAL EVENTS

EVENT	SECTOR	TYPE	MONTH
Connect Detroit	MICE	Tradeshow	August
SISO Summer Conference	MICE	Tradeshow	August
Canadian Meeting Events Expo	MICE	Tradeshow	August
Land X-Change	MICE	Tradeshow	August
ASAE Annual Meeting	MICE	Tradeshow	August
NY Broadway Event "The Music Man"	MICE	Event	August
GPS Midwest Series	MICE	Roadshow	August
Smart Women Summit	MICE	Tradeshow	August
SmartMeetings National 3-Day Experience	MICE	Tradeshow	August
TENEO EVENT	MICE	Event	August
PCMA Philadelphia - Education Day	MICE	Event	September
Destination Southeast	MICE	Tradeshow	September

UPCOMING FY 2022 ROADSHOWS, TRADESHOWS & SPECIAL EVENTS

EVENT	SECTOR	TYPE	MONTH
GPS Destinations Northeast Series	MICE	Roadshow	September
GPS Destinations Mid-Atlantic Event	MICE	Roadshow	September
NE Tri State Roadshow: NY Signature Event	MICE	Roadshow	September
NE Tri State Roadshow: NJ Client Event	MICE	Roadshow	September
SITE Classic	MICE	Tradeshow	September
Pharma Forum	MICE	Tradeshow	September
Smart Meetings Mexico	MICE	Tradeshow	September
Sports Relationship Conference	MICE	Tradeshow	September
Motivation Luxury Summit	MICE	Tradeshow	September
Meetings Made Easy Experience	MICE	Tradeshow	September
NE Tri State Roadshow: NJ Client Event	MICE	Roadshow	September
NY Signature Event, MICE, Leisure, Diaspora & Media	MICE	Event	September

TARGETED HIGH-EXPOSURE EVENTS ON-ISLAND

UPCOMING AND PROPOSED

Event	Month	Status
Caribbean Hotel & Tourism Association (CHTA)	October 2022	Confirmed ✓
Conference Direct CDX	November 2022	Confirmed ✓
American Society of Travel Advisors (ASTA)	May 2023	Confirmed ✓
Women in Travel Summit (WITS)	May 2023	Confirmed ✓
Prestige Global Meeting Source Annual	May 2023	Confirmed ✓
Incentive Research Foundation (IRF) Educational Invitational	June 2023	Confirmed ✓
International Gay & Lesbian Travel Association (IGLTA)	September 2023	Confirmed ✓
Society of American Travel Writers (SATW)	September 2023	Confirmed ✓
Destination Caribbean	September 2023	Pending
U.S. Chamber Committee of 100	December 2024	Confirmed ✓
Society of Independent Show Organizers (SISO) Summer Conference	Summer 2024	Pending

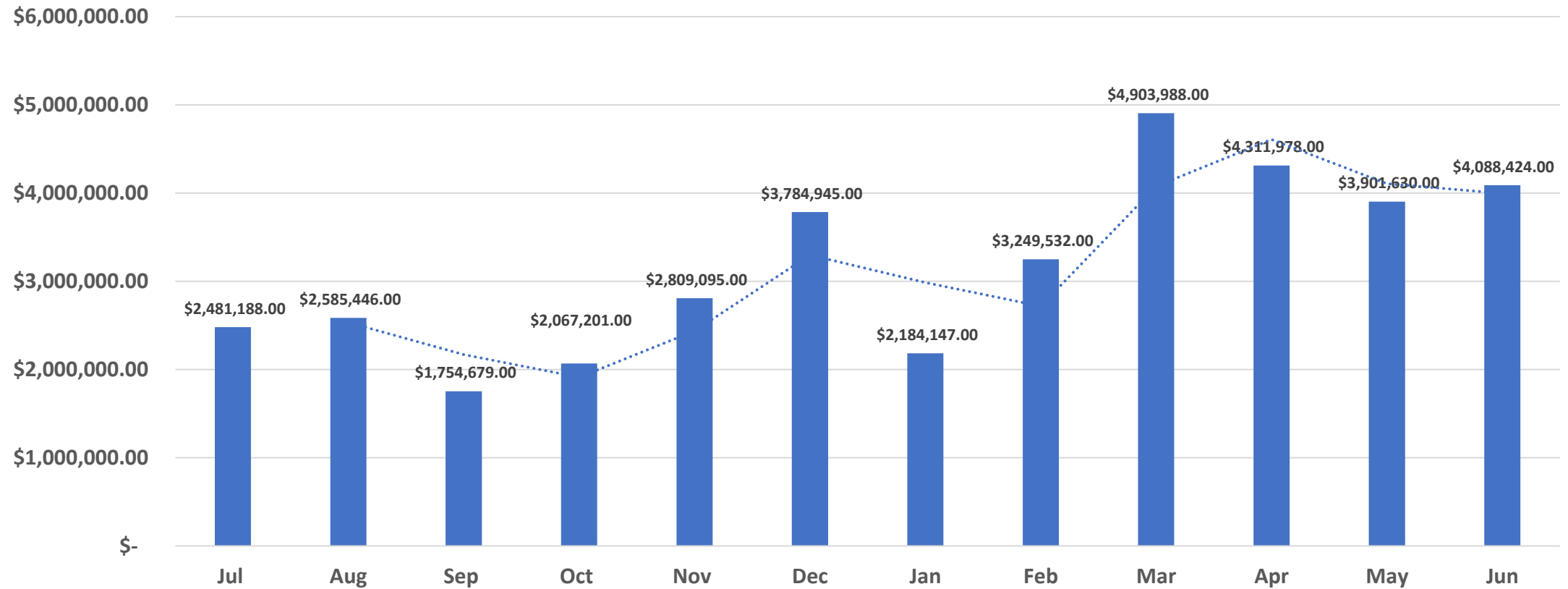
Leisure Sales

UPDATE

LEISURE PERFORMANCE

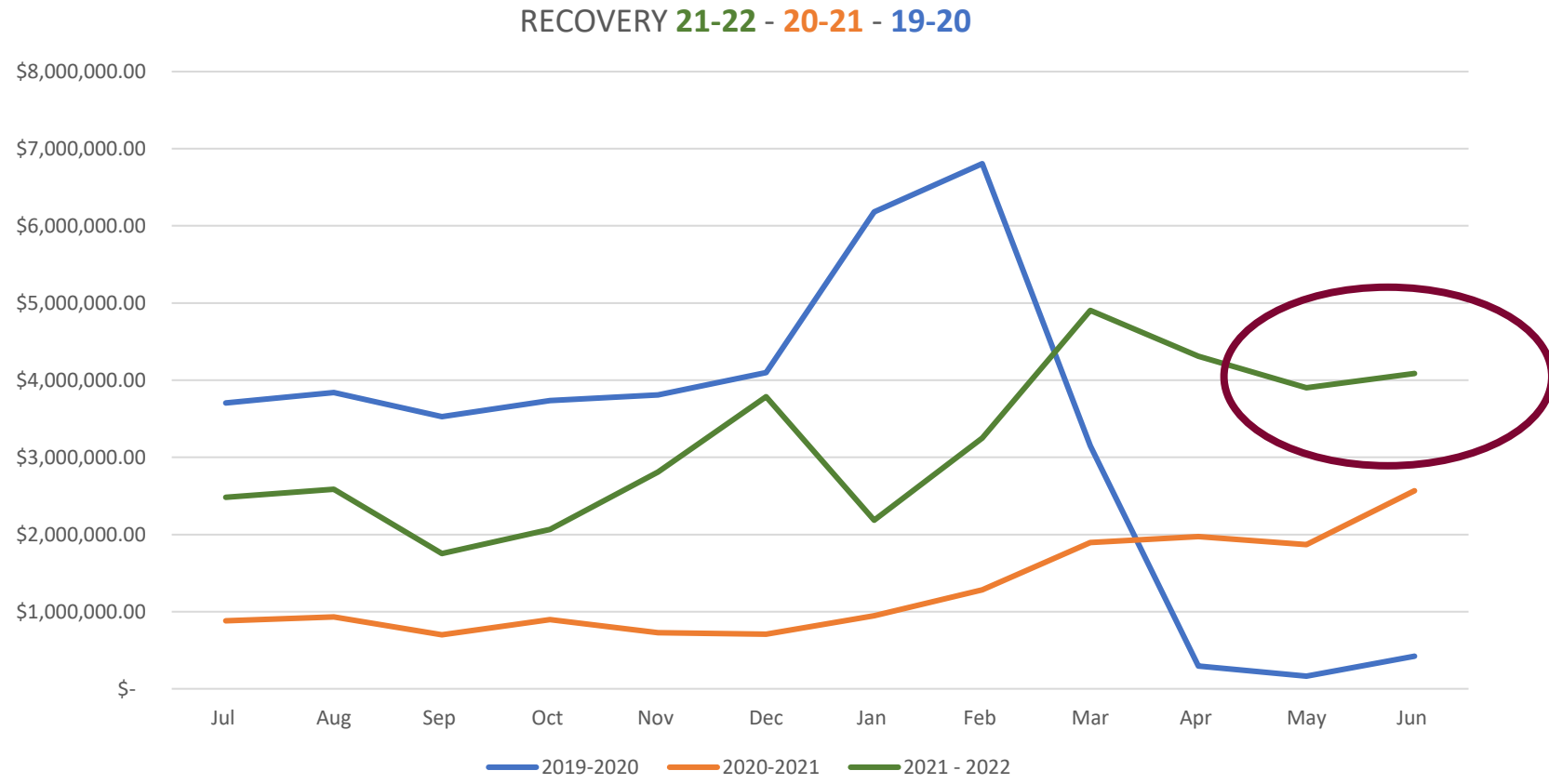
FISCAL YEAR

FISCAL YEAR 21-22 PERFORMANCE TREND BY MONTH



RECOVERY

COMPARATIVE 3 YEARS



LATAM

LEISURE SALES EFFORTS AND PARTNERSHIPS

- LATAM activity: Colombia / Avianca
 - ANATO 2020 & 2021
 - Virtual and in-person seminars/Webinars:
 - Barranquilla
 - Bogota
 - Cali
 - Medellin
 - Virtuoso LATAM Forum Cartagena
 - LADEVI
 - 4 Themed webinars
 - B2B2C
 - Multiple interactions with local wholesalers and travel advisors
 - Preliminary conversations with **CVC Brazil** to launch Puerto Rico Product
- Mexico / Copa:
- EXPO BT 2021
 - Virtual and in-person seminars/Webinars:
 - Mexico City
 - Virtuoso LATAM On Tour Mexico City:
 - 40 Virtuoso Agencies / 100 advisors
 - Boletín Turístico
 - Promoting Spanish version of PRTE program.

LATAM COVERAGE

LA AGENCIA
DE VIAJES
COLOMBIA

Puerto Rico: activa promoción en la Vitrina Turística Anato

Más noticias de Turismo



Puerto Rico: todo lo que tienes que saber



Puerto Rico: cavernas subterráneas y bioluminiscencia



Puerto Rico, una isla soñada para jugar al golf



Puerto Rico: capacitación sobre las novedades del destino



Puerto Rico: numerosas propuestas para el segmento LGBTQ+



Puerto Rico: playas, naturaleza, cultura y modernidad



"Puerto Rico es un destino muy completo"



DISCOVER PUERTO RICO. Graduate como experto en el destino



SPAIN

LEISURE SALES EFFORTS AND PARTNERSHIPS

Co-op Partnerships B2B2C strategy:

WHOLESALEERS

- Icarion >
- Avoris / Viajes Catai >
- Logitravel >

OTA

- Odigeo (Edreams)
- Uniite
- Destinia

Support:

- FITUR
- May Sales Mission
- June Viajes Catai Roadshow: Alicante, Barcelona, Madrid (Combined 120 agents)

RETAIL / TRAVEL AGENCY NETWORKS

- Carrefour
- B the Brand / Viajes Halcon & Ecuador
- Viajes El Corte Ingles (443 offices)
- **Combined:** 1,000+ Travel agencies throughout Spain

MARKETS FOCUS

While continuing our efforts in the previous gateways and feeder markets:

Europe

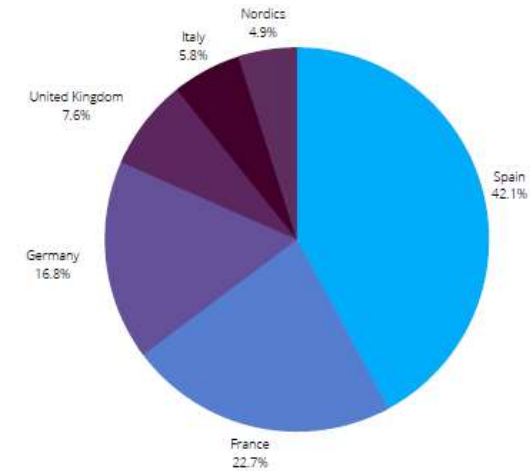
- Brand USA Travel Week U.K. & Europe – Frankfurt September 26 – 29

LATAM

- Brazil: Ongoing conversations with CVC
- Chile: Discussing Co-op with COCHA
- Peru: Marked interest from Peruvian wholesalers met at IPW
- Argentina: Potential for development

PUERTO RICO SEARCH DATA

Bookings to Puerto Rico by market of origin (european markets) Jan-May 2022



MERCADO	AÑO			% INCREASE VS 2021
	2019	2021	2022	
Internacional (USA & LATAM)	581	6.406	7.622	+19%
Spain	275	132	326	+147%
France	188	34	178	+424%
Germany	159	14	131	+836%
UK	60	47	59	+26%
Italy	37	3	45	+1000%
Nordics	14	3	38	+1000%
TOTAL	1.314	6.639	8.399	+27%

PRTC & REWARDS PROGRAM

EDUCATION LEADING TO BOOKINGS



Enchanting and colorful streets in Old San Juan is a must.

It's Time to Book

BECOME A PUERTO RICO TRAVEL EXPERT ▶

It's Time to Book...and earn points towards a trip to Puerto Rico! Become a Puerto Rico Travel Expert and your bookings receive points and rewards.

Puerto Rico Travel Expert Graduates gain access to cash, perks, and travel opportunities in our loyalty program.

FOR MORE INFORMATION VISIT DISCOVER PUERTO RICO REWARDS. ▶



TRAVEL ACADEMY

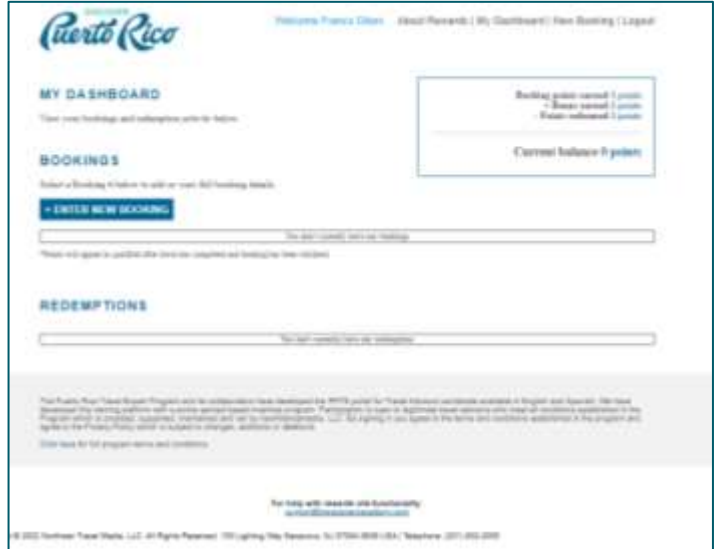
Become a Puerto Rico Travel Expert

Puerto Rico Travel Expert Program

PURSUING YOUR

HOW DO I BECOME A PRTX?

GET INSPIRED



Puerto Rico

MY DASHBOARD

Current balance: 0 points

BOOKINGS

+ ENTER NEW BOOKING

REDEMPTIONS

+ ENTER NEW REDEMPTION

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PRTE (PUERTO RICO TRAVEL EXPERT PROGRAM)

LOYALTY PROGRAM

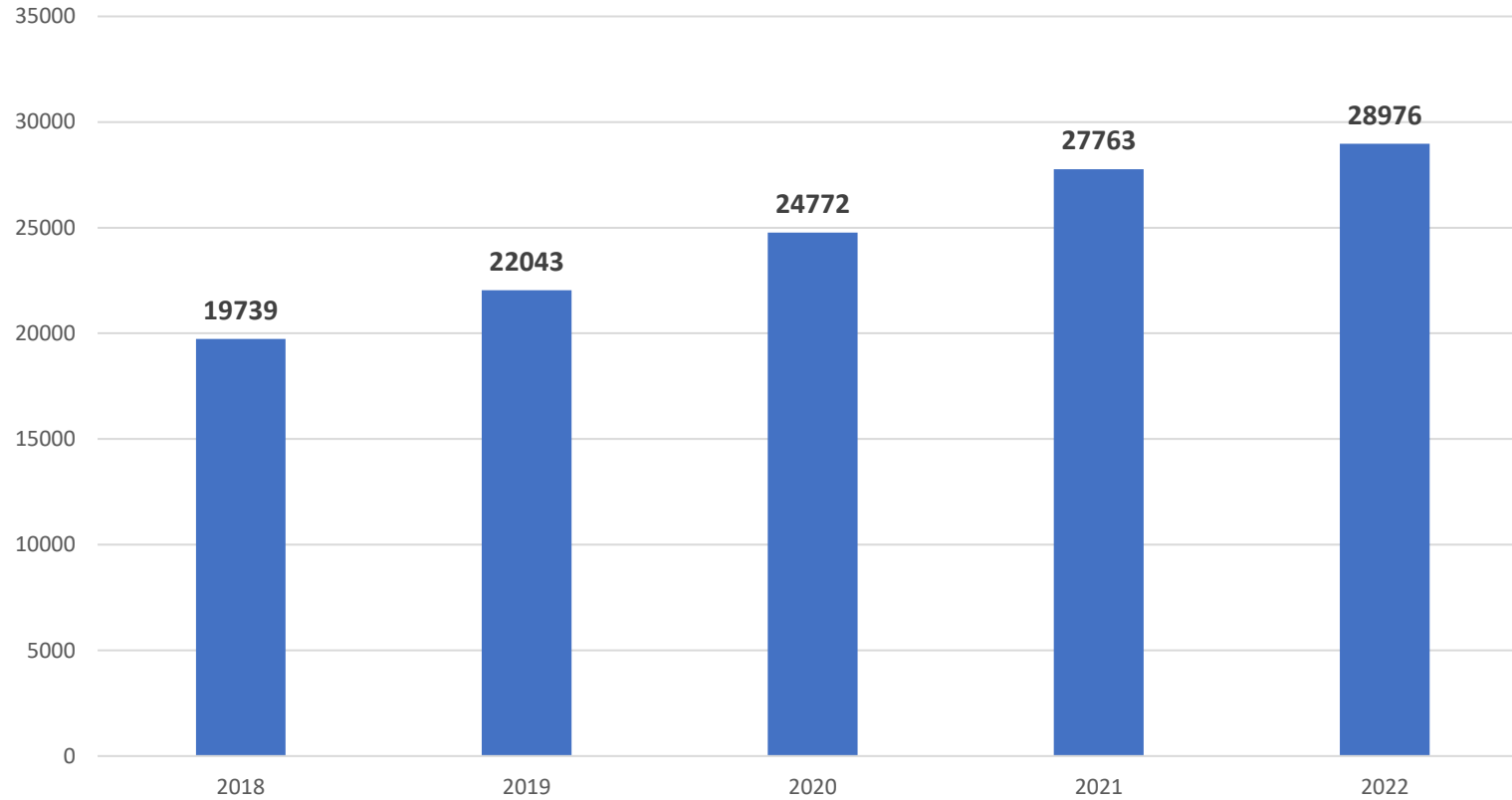
42 ADVISORS REPORTING SALES IN LOYALTY PROGRAM
DECEMBER 2021 TO MAY 2022
835 ROOM NIGHTS SOLD
56 HOTELS THROUGHOUT THE ISLAND
4 PARADORES
19 INDEPENDENT HOTELS
MULTIPLE REGIONS

1	AC by Marriott	29	Hyatt Place San Juan
2	ALoft San Juan	30	Hyatt Regency Grand Reserve Puerto Rico
3	Caribe Hilton	31	Royal Sonesta
4	Caribe Hotel Ponce	32	La Concha, a Renaissance Resort
6	Casa Blanca (OSJ)	33	Mare St. Clair Hotel
7	Comfort Inn	34	Mayaguez Resort & Casino
8	Condado Ocean Club	35	O:LIVE
10	Condado Vanderbilt	36	Parador Boquemar
11	Copamarina	37	Parador Guanica 1929
12	Costa Bahia Hotel CC & Casino	38	Parador Villa Parguera
13	Courtyard Isla Verde	39	Parador Villas de Sotomayor
14	Courtyard Miramar	40	Ponce Hilton Golf & Casino Resort
15	Dorado Beach, A Ritz-Carlton Reserve	41	Ponce Plaza Hotel & Casino
16	Double Tree by Hilton	42	Rincon Beach Resort
17	El Conquistador Resort	43	Rincon of the Seas
18	El Convento	44	San Juan Airport Hotel
19	Embassy Suites Dorado	45	San Juan Marriott Resort & Stellaris Casino
20	Embassy Suites Isla Verde	46	San Juan Water & Beach Club
21	Fairmont El San Juan	47	Sheraton Old San Juan
22	Four Points by Sheraton	48	Sheraton Puerto Rico Hotel & Casino
23	Hampton Inn Isla Verde	49	Solace by the Sea (Ponce)
24	Holiday Inn Express	50	St. Regis Bahia Beach Resort
25	Holiday Inn Mayaguez & Tropical Casino	51	The Condado Plaza Hilton
26	Hotel Miramar	52	The Fox
27	Hyatt Place Bayamon	53	Tropica Beach Hotel
28	Hyatt Place Manati	54	Verdanza Hotel
		55	Wyndham Candelero Beach Resort
		56	Wyndham Rio Mar

PRTE ENROLLMENTS

ALL TIME REGISTRATIONS

Puerto Rico Travel Expert Program
Units 1 & 2 all time enrollments





CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

40

OCTOBER 3-5, 2022

SAN JUAN, PUERTO RICO

SUPPLIERS – JOIN OR RENEW YOUR MEMBERSHIP TODAY



Q&A SESSION

- Please send your questions using the Zoom Q&A tool.
- Additional questions can be sent directly to Xiomara.Rodriguez@DiscoverPuertoRico.com
- Remember that you can download this presentation (in both, English and Spanish) at: <https://www.discoverpuertorico.com/industry>





DISCOVER
Puerto Rico

Thank
You!

