



Discover Puerto Rico is Featured in the Fast Company List of The World's Most Innovative Companies of 2023

The campaign "Live Boricua" is recognized for promoting culture

San Juan, Puerto Rico, March 2, 2023 – Discover Puerto Rico was included by Fast Company in The World's Most Innovative Companies ranking for 2023 within the Travel and Hospitality category, a distinction that last year recognized some of the planets leading companies such as Microsoft, Space X, and Warner Media in their respective industries.

Fast Company is a business publication that, since 1995, highlights companies worldwide for their innovation in technology, leadership, creativity, and product design.

The inclusion of Discover Puerto Rico in the list of innovative companies was in recognition of the *Live Boricua* campaign that promotes Puerto Rican culture as an element that distinguishes the Island from other destinations and honors, among other things, the Island's historical, gastronomical, and musical heritage.

The campaign reached 36 million households in its first six months and improved travelers' familiarity, positive perception, and the likelihood of visiting Puerto Rico. Also, it stimulated demand to the point that 2022 was a record year for the Puerto Rican visitor's economy in visitation, lodging income, tax collections, and jobs in leisure and hospitality.

"We are very honored with this recognition. We wanted our promotion to go beyond the sand and beaches and for visitors to have an authentic cultural experience that would inspire them to explore the whole Island, our food, our cocktails, our music, and our dancing. We aim to create a special connection that will lead them to return to our destination," said Brad Dean, Chief Executive Officer of Discover Puerto Rico.

"We are at a time when people are looking to immerse in the heart of the destination they visit, and Live Boricua highlights those cultural experiences that they can only have authentically here in Puerto Rico," said Leah Chandler, Chief Marketing Officer of Discover Puerto Rico.

Discover Puerto Rico's marketing shows travelers the Island's pristine beaches and known attractions like Old San Juan, El Yunque rainforest, and our bioluminescent bays, but also highlights bomba dancing, the vejigantes tradition, Puerto Rican music, culinary delights such as bacalaitos, empanadillas, and mofongo, and cocktails like the famous piña colada.

The Discover Puerto Rico's Visitor Profile study estimates that the top factors that make travelers choose Puerto Rico are the warm climate, scenic beauty, and Puerto Rican culture.

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