



Puerto Rico Sees 25% Surge in Airline Ticket Sales for Upcoming Quarters
Emerging markets such as Chicago, Detroit, Minneapolis, and Toronto are among the top visitor's cities of origin, Discover Puerto Rico reported

San Juan, Puerto Rico, November 9, 2023 – Airline tickets purchased outside the island, but with Puerto Rico as its destination, increased by 25% for the current fourth quarter of 2023 and by 53% for the first quarter of 2024, according to data from the leading analytics firm Forward Keys.

Moreover, emerging markets identified by Discover Puerto Rico are making a notable impact. Cities such as Chicago, Detroit, Minneapolis, and Toronto are now among the main top origins for travelers planning trips to Puerto Rico for the first quarter of 2024 after experiencing huge increases in sales of tickets to the destination. In Chicago, the increase was 78% compared to sales in the same period the previous year. In Detroit, the surge was 158%; in Minneapolis, 48%; and in Toronto, 97%.

Contrary to industry projections of a slowdown by the end of 2023, Puerto Rico defies international economic challenges, setting new benchmarks in the tourism and hospitality sectors. Instead of succumbing to the international economic headwinds, Puerto Rico is on track to impose, for the third consecutive year, new records in demand and lodging income, room tax collections, and jobs in the leisure and accommodations sectors of the Puerto Rican economy, said Brad Dean, CEO of Discover Puerto Rico during the most recent Industry Update report. "It's clear that our Island's tourism industry continues to set records and lead both the U.S. mainland and Caribbean region in key tourism metrics. Regarding visitor demand, lodging yields, tourism tax collections, and leisure and hospitality employment, the three best years of Puerto Rico tourism have been 2021, 2022, and 2023," Dean highlighted.

Puerto Rico has witnessed a remarkable uptick in its tourism sector, with accommodation demand in September soaring 10% above the levels observed in the same period of 2022. This increase was more pronounced in short-term rentals (14.6%) than in hotels (7.5%).

Cecilia Rodríguez, Marketing Research Manager for Discover Puerto Rico, shared that the growth in lodging revenue was estimated at 14%. Tax collections are 16% above 2022, and passenger traffic at Luis Muñoz Marín Airport (SJU) is expected to be among the highest in decades.

In tandem with these positive trends, Leah Chandler, CMO of Discover Puerto Rico, announced that the organization is working with a series of promotions to entice cruise passengers to explore Puerto Rico thoroughly during their stay or to experience a whole stand-alone vacation on the Island. Given the delays in obtaining passports in the U.S., Discover Puerto Rico intensifies its message that U.S. citizens do not need a passport to vacation on the Island and have an authentic Puerto Rican experience.

Similarly, Chandler also highlighted Discover Puerto Rico's expansion of promotions to platforms such as Pandora, YouTube, and Hulu. This is in addition to a series of activations in Toronto,



Colombia, and Europe and at some of the biggest tourism commercial gatherings like IMEX America and Brand USA Travel Week.

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