



2025 is Poised to be a Fifth Consecutive Record Year for Puerto Rican Tourism

At the first Industry Update Report held in Ponce, Discover Puerto Rico presents a strategy to expand the impact of destination promotion

Ponce, Puerto Rico, December 3, 2025 – Puerto Rico’s tourism industry generated \$1.707 billion in hotel nights and rentals between January and October, positioning Puerto Rican tourism close to reaching the \$2 billion mark in lodging revenue, a figure never before recorded in the history of the visitor economy.

Lodging revenue increased by 9% compared to the same period in 2024. This, however, is not the only area showing great progress. Passenger arrivals increased 4% year over year, and demand for hotel nights and rentals rose 9%.

Similarly, at least through March, hotel nights and short-term rentals are being booked at a faster rate than in the same month last year, according to data collected on November 24. This anticipates a healthy high season for Puerto Rican tourism.

“We are experiencing a moment of great momentum that we will continue to capitalize on to take Puerto Rican tourism to the level it deserves. We are a world-class destination. We are developing new strategies and changing mindsets so that our visitor economy flourishes and provides more and better opportunities for all professionals and entrepreneurs in this industry,” said Jorge L. Pérez, CEO of Discover Puerto Rico, during the Industry Update Report held at the Ponce Hilton Golf & Casino Resort.

During the event, Discover Puerto Rico's Chief Marketing Officer, Storm Tussey, presented the strategy that will guide Puerto Rican tourism promotions for the next three years. She highlighted, for example, that specific initiatives will be developed to attract high-purchasing-power travelers and travel decision makers. This includes targeted strategies for female travelers, Spanish-speaking communities, adventure seekers, and those inspired by luxury experiences.

Interaction with potential travelers will be carried out through meticulous audience segmentation. To this end, consumer data collection will be strengthened, and new conversion and sales efforts will be integrated.

“Our strategy is based on the principle of continuous improvement, in which every investment must have measurable results. Our vision for the Live Boricua campaign's evolution is to deliver vivid, sensory, and deeply immersive experiences. By focusing on



experiences through the eyes of travelers, we immediately create a sense of presence and belonging, as if the audience were already on the island from the moment they see the promotions,” said Tussey. This new approach will be integrated into all promotions executed or developed during 2026, the executive said.

During the event, Iván Rodríguez, Director of Tourism for the Municipality of Ponce, gave a presentation on industry developments in the Ponce area, including new attractions and cruise stops at Ponce’s Port. This is the first time the Industry Update Report, Discover Puerto Rico's flagship accountability event, has been held in Ponce.

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