



Early 2026 lodging bookings pace stronger than in 2025, the year when 8.1 million visitors arrived in Puerto Rico

During the Industry Update Report, Discover Puerto Rico launched its Destination Excellence Recognition Program

San Juan, Puerto Rico, March 11, 2026 – Reservations for hotels and short-term rentals are showing signs of strengthening demand for lodging nights at least through July of this year.

This continued increase in bookings follows the pattern observed in 2025, when Puerto Rico welcomed 8.1 million visitors, who generated \$8.2 billion in economic spending, according to estimates by the firm Tourism Economics.

“This momentum is something we will continue to accelerate with the Awaken Your Senses campaign, launched yesterday, which invites travelers to explore all their senses through our gastronomy, our music, our scenic beauty, and all the elements that make us unique as a destination,” said Jorge L. Pérez, Chief Executive Officer of Discover Puerto Rico, during the organization’s Industry Update Report held at the Condado Vanderbilt Hotel in San Juan.

“The work Discover Puerto Rico carries out together with the industry, the Puerto Rico Tourism Company, and the Government demonstrates that the visitor economy is essential for economic development, job creation, and the generation of business opportunities for Puerto Ricans,” Pérez added.

On February 22, industry performance records show that hotel reservations for March to July were 3% to 17% higher than those recorded for the same period last year. The same trend applies to short-term rentals. In that segment, the pace of reservations is between 12% and 36% higher than in 2025, explained Laressa Morales, Director of Research and Analytics at Discover Puerto Rico.

In January alone, lodging demand increased 10% year-over-year, lodging revenues improved by 8%, employment grew by 4%, and the cruise industry showed an impressive 25% increase.

“Cruise passenger arrivals in San Juan surpassed 257,000, a 25% increase compared to the same period last year. This is an excellent start for this important segment of the Island’s tourism industry,” Morales said.

Destination Service Excellence Recognition Program

During the event, Discover Puerto Rico also announced the launch of a program to promote excellence in service for travelers visiting the Island for meetings and conventions.

The initiative encourages meeting and convention planners in Puerto Rico to nominate service providers who have distinguished themselves through outstanding service. This includes transportation providers, tour operators, hotel employees, short-term rental hosts, attraction staff, and others. Nominations are then evaluated by a committee composed of leaders from the Puerto Rico Hotel & Tourism Association, the Puerto Rico Tourism Company, Ana G. Méndez University, Olive Collection, and Discover Puerto Rico.

Winners will receive awards, industry recognition, and a distinction identifying them as professionals who deliver outstanding service.

“This program sends a clear message: hospitality is part of our DNA. What makes this recognition even more powerful is that we are not the ones nominating the recipients. The client does. The meeting planner does. We already have 17 nominations, which is incredible—seventeen stories of people who went above and beyond, seventeen moments when service created a real impact,” said Vanessa Figueroa, Senior Director of Destination Experiences at Discover Puerto Rico. The winners will be chosen quarterly and announced during Discover Puerto Rico industry events.

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