



PRESS RELEASE

Discover Puerto Rico Promotes Service Excellence with a New Recognition Program for the Hospitality Industry

San Juan, Puerto Rico, May 15, 2026 — As part of its mission and responsibility under **Act 17-2017** to attract groups, meetings, congresses, exhibitions, and conventions to the destination, as well as to position Puerto Rico as a globally competitive destination for this important segment of the tourism industry, **Discover Puerto Rico** announced the launch of the **Service Excellence Recognition Program**, an initiative created to recognize hospitality professionals who elevate the visitor experience for groups and conventions and represent the very best of Puerto Rican service.

Launched in January 2026, the program is open to all industry employees, regardless of their position, role, or years of experience, highlighting those who distinguish themselves through service excellence, authentic Puerto Rican hospitality, and the positive impact they create on the customer experience. According to **Jorge L. Pérez, CEO of Discover Puerto Rico**: “In the highly competitive meetings and conventions segment, the decision to select a destination rests with planners who are responsible for thousands of hotel room nights and comprehensive experiences for their clients—generating significant economic impact for the host destinations of these large-scale events. Through the Service Excellence Recognition Program, we seek to spotlight and elevate the professional talent that sets Puerto Rico apart, strengthening the confidence of these decision-makers and positioning the destination not only through its infrastructure, but through the consistency, warmth, and service excellence we provide, as a complement to Puerto Rico’s unique offerings as a world-class destination”.

Nominees will be evaluated based on service excellence criteria, including the ability to anticipate guest needs, resolve situations creatively, demonstrate empathy and professionalism, showcase Puerto Rican culture and values, and create memorable experiences.

Nominations will be submitted quarterly and exclusively by **meeting planners** and clients through an official form provided by Discover Puerto Rico. At the end of the year, one annual winner will be selected to receive the **Service Excellence Award**, in addition to public recognition.

The evaluation process will include participation from industry leaders and Discover Puerto Rico representatives, supported by a distinguished committee composed of key figures from the sector, including: **Clarisa Jiménez**, President and CEO of the Puerto Rico Hotel & Tourism Association; **Loisse Herger**, President and CEO of Olive; **Stanley Tapia**, Director of the International School of Hospitality and Culinary Arts at Ana G. Méndez University; **Beth Bushman**, National Director of Sales at Discover Puerto Rico; and **Vanessa Figueroa**, Senior Director of Destination Experiences at Discover Puerto Rico.

For the first quarter of 2026, the program has already received **28 nominations** from a diverse range of businesses and locations across Puerto Rico, reflecting the initiative’s reach and relevance throughout the Island. The official announcement of the winner for this past quarter will be made soon.



With this program, Discover Puerto Rico reaffirms its commitment to strengthening a culture of service excellence that not only enriches the visitor experience, but also continues to elevate the destination's competitiveness on a global scale.

About Discover Puerto Rico:

Discover Puerto Rico is a private, nonprofit organization dedicated to marketing Puerto Rico as a world-class destination for leisure travel, business travel, meetings, events, and conventions. The organization drives prosperity for the people of Puerto Rico by promoting, in collaboration with a wide range of stakeholders, the Island's diversity and unique appeal for leisure, business, and event travel. It is responsible for all global destination marketing, sales, and promotional efforts, and works closely with key governmental and non-governmental tourism entities, as well as the broader Puerto Rican community, to foster economic growth. To discover all the beauty the Island has to offer, visit DiscoverPuertoRico.com.

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