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PRESS RELEASE

Discover Puerto Rico Brings Together Municipal and Business Leaders from Western Puerto Rico to Strengthen Regional Tourism Development

Organization presents the latest industry performance data, market trends, and formalizes collaboration agreements with the West and South Chambers of Commerce

Mayagüez, Puerto Rico – June 30, 2026 – As part of its ongoing commitment to strengthening collaboration between the public and private sectors to drive economic and tourism development in western Puerto Rico, **Discover Puerto Rico** hosted its **Industry Update** in Mayagüez today. The strategic gathering brought together mayors from the western, northern, and southwestern regions, business leaders, tourism industry representatives, and partner organizations to share the latest industry performance results and discuss the strategies that will continue positioning Puerto Rico as one of the Caribbean's fastest-growing destinations.

Held at the **Mayagüez Resort & Casino Conference Center**, the event featured remarks from **Hon. Jorge L. Ramos Ruiz, Mayor of Mayagüez, Jorge L. Pérez, Chief Executive Officer of Discover Puerto Rico**, representatives from the **Puerto Rico Tourism Company**, as well as leaders from the **West Chamber of Commerce** and the **South Chamber of Commerce**, among other municipal and industry stakeholders.

The program included presentations on tourism research and data analytics, marketing and sales initiatives, and a panel discussion focused on the opportunities and challenges shaping tourism development across the region. As part of the event, Discover Puerto Rico also formalized the renewal of its collaboration agreements with both regional chambers of commerce, reaffirming its commitment to strengthening the western region's tourism ecosystem. "Tourism is an industry that thrives through collaboration. Sharing strategic information with our municipalities, business organizations, and regional partners allows us to make better-informed decisions, identify new opportunities, and develop initiatives that enhance Puerto Rico's tourism offering across every region. These partnerships strengthen our ability to attract more visitors, diversify the experiences we offer, and ensure that the economic benefits of tourism reach more communities and local businesses", said **Jorge L. Pérez, Chief Executive Officer of Discover Puerto Rico**.

During the Industry Update, Discover Puerto Rico's executive leadership presented the latest performance indicators for the tourism industry, trends across key source markets, visitor research insights, and the marketing and sales strategies that continue to drive destination growth. The organization also shared tools and resources available to municipalities and tourism businesses to help strengthen their competitiveness and support the development of new visitor experiences.

The event reflects Discover Puerto Rico's ongoing commitment to maintaining open communication with its partners across the Island by fostering the continuous exchange of information that supports strategic planning, innovation, and the sustainable growth of Puerto Rico's tourism industry.



"The western, northern, and southwestern regions of Puerto Rico possess extraordinary natural, cultural, culinary, and entrepreneurial assets. We will continue working hand in hand with municipalities, the private sector, and our tourism partners to unlock their full potential and ensure that tourism serves as a catalyst for economic development and prosperity throughout these communities," Pérez concluded.

About Discover Puerto Rico:

Discover Puerto Rico is a private, nonprofit organization responsible for marketing Puerto Rico as a world-class destination for leisure travel, business travel, events, and conventions. The organization drives prosperity for the people of Puerto Rico by promoting the Island's diversity and unique offerings in collaboration with public and private sector partners. Discover Puerto Rico oversees all global destination marketing, sales, and promotional efforts and works closely with key government and nongovernment tourism stakeholders and the broader Puerto Rican community to support economic growth.

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