



For DMO Partners: Water Rationing Preparedness & Communications Guidance – August 5, 2026

These guidelines are intended to help tourism-industry partners prepare for and manage potential water-service interruptions; communicate clearly with visitors, meeting planners and travel advisors; encourage responsible water use; and minimize disruption to the visitor experience.

Messaging for use with current and potential guests

- We understand guests and visitors may have questions about dry conditions and potential water-service impacts in parts of Puerto Rico. We are committed to sharing confirmed, property-specific information about any impacts on our operations.
- We are continuing to monitor official updates from AAA, NOAA and local public authorities, and will share any confirmed updates that may affect your stay.
- Water rationing through planned service interruptions is scheduled to begin at 6 a.m. on Friday, August 7, in seven municipalities, with interruptions expected to last up to 48 hours in affected areas. The affected municipalities include:
 - Carolina
 - Canóvanas
 - Trujillo Alto
 - San Juan
 - Loíza
 - Gurabo
 - Juncos
- Travelers can find more details on the specific areas and schedules for these planned interruptions via the [AAA Facebook page](#).
- Because impacts may vary by area, property and itinerary, guests should check directly with their hotel, short-term rental host, tour operator, venue or travel provider to understand any water-conservation measures, guest-support procedures or service protocols that may be in place.
- We appreciate guests' partnership in using water mindfully during their stay. Small actions can help conserve an essential shared resource for Puerto Rico's communities, particularly in areas experiencing dry conditions or localized water-management measures.
- Guests can help make a difference through simple conservation actions, including:
 - Taking shorter showers.
 - Turning off faucets while brushing teeth, shaving or applying skincare products.
 - Reusing towels and linens when possible.

- o Using only the water needed when washing dishes or filling reusable bottles.
 - o Reporting leaks or water service concerns promptly to a hotel, host or property manager.
- For questions specific to your stay, please contact [front desk/host/guest-services contact] at [contact information]. We can provide the latest confirmed information about operations and available guest support at our property.
- For official information on water service, planned interruptions, water distribution, conservation guidance and safety precautions, please refer to the Puerto Rico Aqueduct and Sewer Authority (AAA) at www.acueductos.pr.gov and AAA's official social-media channels.
- The Island's tourism industry has established protocols and contingency measures designed to help manage potential impacts and minimize disruptions to the visitor experience

Property-specific talking points

- At [PROPERTY/BUSINESS NAME], we are [operating normally / implementing our continuity plan / taking the following steps: ____]. We will share any confirmed changes that may affect your experience as promptly as possible.
- [PROPERTY/BUSINESS NAME] is taking steps to support guests and conserve water, including [property-specific actions, such as monitoring official updates, offering towel/linen reuse, addressing leaks, adjusting nonessential water use, or activating backup systems].

Communications Guidelines:

For communicating with guests and external stakeholders, while equipping staff with consistent guidance to support visitor confidence and minimizing disruption to the guests' experience.

- Lead with continuity, confidence and empathy. Acknowledge that water service is essential and that conditions may be concerning for visitors and residents alike while reinforcing that tourism partners have established protocols and contingency measures designed to help manage potential impacts and minimize disruption to the guest experience.
- Be specific to your property or program. Share only confirmed information about your operations, water availability, contingency measures and guest services.
- Avoid broad statements about Island-wide impacts. Conditions and impacts vary by area, municipality and property. Do not characterize an issue as Island-wide unless confirmed by public authorities.
- Avoid speculation. Do not estimate timing, duration or potential impacts unless confirmed by AAA, local authorities or your own property operations team.

- Encourage mindful water use in a positive, practical way. Invite guests to engage in water conservation efforts. Position these actions as a way to help conserve an essential shared resource for Puerto Rico's communities.
- Explain what your business is doing. When applicable, share the steps being taken to support guests, manage potential impacts, protect their visitor experience, and conserve water.
- Prepare staff with consistent talking points. Ensure customer-facing personnel and teams are equipped with approved messages to answer questions from guests.
- Communicate early and consistently. Provide confirmed updates before arrival, at check-in and during a guest's stay if operations or services are affected.
- Direct guests to the right sources. Refer guests to AAA and local public authorities for official service schedules, water-distribution locations, conservation guidance and safety information.

Preparedness Recommendations:

To proactively plan for potential water supply disruptions, prepare site-specific staff and maintain guest confidence.

- Develop a property-specific plan. Identify critical water needs and outline how the business will maintain them during a scheduled interruption or reduced service.
- Identify any guest-facing services that could be affected by reduced water availability. This includes services and amenities such as laundry, housekeeping, pools, food and beverage operations or public restrooms, and prepare clear guidance if adjustments are needed.
- Monitor official sources regularly. Track updates from [AAA](#) and applicable municipal or emergency-management authorities. Establishments in or near affected areas should identify their operational zone and prepare to maintain service continuity and confirm any property- or business-specific impacts.
- Understand your site's capabilities and limitations. Confirm whether the property has water storage, backup systems, generators or vendor agreements; how long those resources can support essential operations; and what actions would be required if service is interrupted.
- Have information for guests on hand. Provide relevant information in pre-arrival emails, at check-in and through digital or in-room channels. Keep messaging factual, calm and specific to the guest's experience.
- Coordinate with local partners. Confirm backup arrangements with vendors and understand potential service limitations or disruptions before they occur.
- Implement guest-friendly conservation measures. Provide simple, positive reminders on how guests can help conserve water and make it easy for guests to report leaks or service concerns.

- Brief staff and empower them to assist. Staff should be able to explain property-specific steps, respond empathetically and direct public-service questions to official sources.
- Designate a communications lead. Identify a point person or team to approve guest communications, respond to escalated questions and keep staff updated as conditions change.