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CAYEY, PUERTO RICO
THE UNIVERSE COMES FOR THE CELEBRATION
Puerto Rico
GIVES YOU SO MUCH MORE
DISCOVER
Puerto Rico


EL YUNQUE NATIONAL FOREST
RÍO GRANDE, PUERTO RICO
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Awaken your senses

Puerto Rico is a place where every corner tells a story. You can begin your day beneath the lush canopy of a tropical rainforest and end it watching the sunset from a centuries-old fortress.

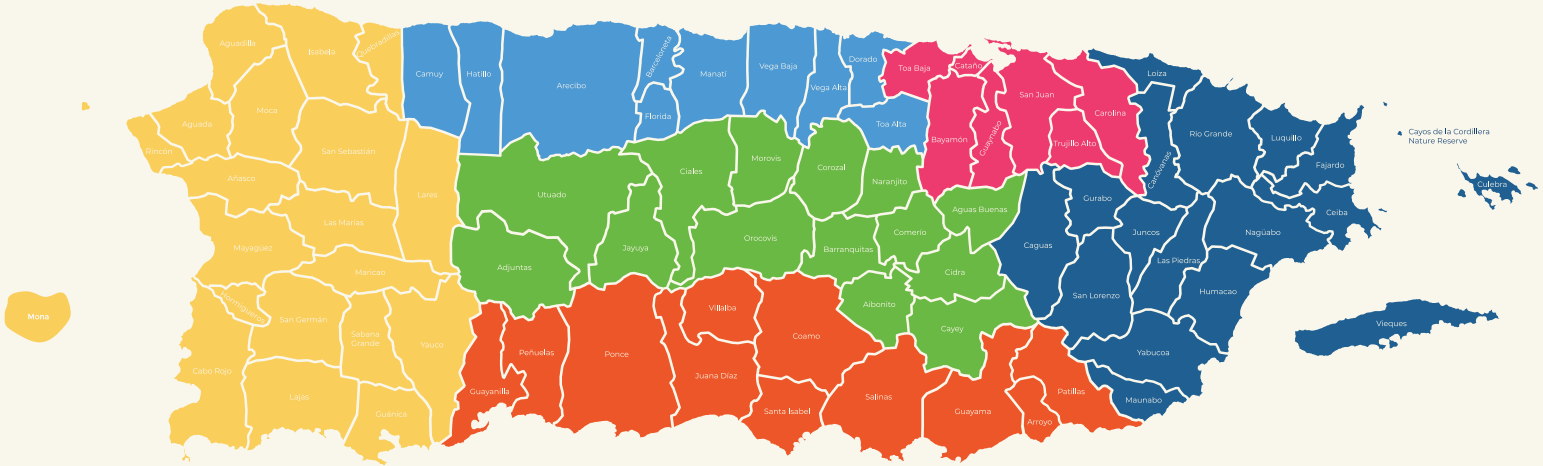
The Island is a vibrant tapestry of color—historic facades, turquoise coastlines, and landscapes built for discovery. For those who crave excitement, Puerto Rico delivers. From flying across some of the world's longest ziplines to trekking limestone caves or surfing world-class breaks before noon, adventure is woven into the terrain. At its core, the Island moves to a rhythm. You'll feel it in local markets and taste it in the food—like a plate of slow-roasted pernil shared among friends. This is a culture rooted in warmth, celebration, and belonging—an energy that pulls you in and makes the experience personal.

In this booklet, we have included general information about Puerto Rico, including its different regions and iconic attractions that are must-sees for anyone visiting the Island.

Geographical Location

Puerto Rico is a U.S. territory and the smallest and easternmost Island of the Greater Antilles. With 76 inland municipalities and two offshore islands, the archipelago sits between the Dominican Republic and the Virgin Islands. The Island is divided into the following six regions:

Metro | **North** | **East** | **Central Mountains** | **South** | **West**



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Metro

Think of it as the “downtown” of Puerto Rico! The metropolitan or “metro” region spans seven municipalities (including San Juan) and holds over 500 years of history and evolution. From historical sites to buzzing nightclubs, innovative restaurants, and food truck parks—this is where culture blends with city life.

North

Known for its large limestone hills, this region of Puerto Rico is outlined by the northern karst, a protected landscape characterized by unique stone peaks lurking over the green forests. With this setting as a backdrop, you’ll find numerous cave systems, secluded beaches, and lavish resorts.

East

In the eastern region, you’ll find hidden beaches, the only rain forest in the U.S. National Forest System, multiple museums, botanical gardens, off-Island nature reserves, and unbelievable cays. This region of Puerto Rico offers the perfect balance between coastal and rural with a side of “chinchorreo” (kiosk-hopping).

Central Mountains

Far from the Island’s coastline, the central mountains region or la “Cordillera Central” is the innermost mountainous part of Puerto Rico. Known for their pristine landscapes and agriculture, these towns are home to numerous coffee haciendas, rum distilleries, impressive caves, rivers, and natural beauty.

South

When it comes to vibrancy, pride, culture, and history, the south region of Puerto Rico has you covered. The Island’s warmest region is bustling with historic architecture, museums, galleries, street art, carnivals, festivals, and so much more.

West

You will never see more mesmerizing sunsets than the ones in the west region of Puerto Rico. The laid-back vibe, pristine beaches, and exhilarating watersports are the highlights of this region. The west coast is the surf capital of the Caribbean and your ticket to disconnecting from your busy life and reconnecting with your inner peace.


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General Facts



Climate

The Island's tropical climate maintains its temperature between 70 and 90 degrees Fahrenheit year-round, with temperatures dropping to the mid-60s in the central mountain region during the winter months.

Time Zone

Puerto Rico is in the Atlantic Standard Time zone and does not observe Daylight Saving Time, making March through September the same as Eastern Standard Time.

Language

The Island's official languages are Spanish and English, and most residents working in the service and tourism industries are bilingual.

Currency and Customs

If you're arriving from the U.S. mainland, you can skip customs and the currency exchange as Puerto Rico uses the U.S. dollar. Visa and passport requirements apply if you're visiting from any other country as it would in the United States. If needed, currency exchange is available at the SJU international airport and major banks across the Island.


CASTILLO SAN FELIPE DEL MORRO,
OLD SAN JUAN, PUERTO RICO
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Air Access

Puerto Rico currently has up to 137 direct flights depending on seasonality and airline capacity. Domestic carriers flying to Puerto Rico include American Airlines, Delta Airlines, United Airlines, JetBlue, Frontier, and Southwest. International airlines flying to Puerto Rico include Avianca, Iberia, and Copa Airlines to name a few.

Cruises

The Port of San Juan is a major gateway to the Eastern and Southern Caribbean, welcoming cruise travelers year-round. During the winter season, San Juan serves as a homeport for major cruise lines including Royal Caribbean International, Virgin Voyages, Norwegian Cruise Line, Celebrity Cruises, Princess Cruises, Disney Cruise Line, The Ritz-Carlton Yacht Collection, Viking Ocean Cruises, Explora Journeys, Silversea Cruises, SeaDream Yacht Club, Windstar Cruises, Crystal Cruises, Azamara, Oceania Cruises, Emerald Cruises & Tours, Regent Seven Seas, and Orient Express.

Transportation

To get across Puerto Rico and explore its regions – each with its unique identity and appeal, you may want to rent a car. Taxis and rideshares like Uber are available in most areas, such as the metropolitan region (San Juan and neighboring towns).

Lodging

Puerto Rico has over 160 hotels ranging from small boutique hotels to large resorts, and over 15,000 short-term rentals available through Airbnb, VRBO and Join a Join. The Island is home to eight 5-star properties and 15 4-star properties. Rentals on the Island range from studios and apartments to villas and beachfront homes. You can find short-term rentals all across the Island from Old San Juan to the Central Mountains and even on smaller municipal islands like Vieques and Culebra.


BACOA
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People & Culture

There are 3.2 million people in Puerto Rico who hold American citizenship, and over 5 million Boricuas reside in the mainland United States. Although Puerto Rican is not considered a race, it falls under Hispanic or Latino ethnicity. Boricua is a well-blended mix of Taíno, Spanish, and African descent, blending together over 500 years of history and traditions.

LGBTQ+

As one of the most LGBTQ-friendly islands in the Caribbean, you'll find that Puerto Rico is the perfect setting to let your rainbow flag fly high and proud. From the vibrant dining, shopping, and nightlife of San Juan to remote, white-sand beaches surrounded by palm trees — whether you want to play or getaway, there is the perfect spot in Puerto Rico for you.

Food & Drinks

Puerto Rico is considered the rum capital of the world and the birthplace of the piña colada. It is also a certified culinary destination with bold flavors and evolved techniques that blend traditional and international recipes. You can find different versions of iconic dishes like "mofongo" (mashed plantains), "arroz mamposteao" (rice mixed with stewed beans), and "lechón" (pork) to pair with fresh seafood or meat across the Island. In Puerto Rico, street food sampling is known as "chinchorreo", where you'll hop from one kiosk to another, grabbing a beer and enjoying staple fritters like "alcapurrias" and "pastelillos" stuffed with your choice of seafood or meat. There are award-winning bars and James Beard Foundation nominated chefs and recognized restaurants. Unlike the U.S. mainland, Puerto Rico's legal drinking age is 18, however some bars and clubs require you to be 21 or older. With over 5,000 restaurants and a vast array of bars, you are guaranteed an exciting gastronomic experience in every meal.


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Outdoors

From world-class beaches like Flamenco Beach in Culebra to the only tropical rainforest in the U.S. National Forest System and three of the world's five bioluminescent bays, the geographic diversity in Puerto Rico is varied. There are 36 nature reserves and 19 state forests, nearly 300 miles of coastline, and diverse ecosystems all around, ready to explore.





Beaches

There are over 300 pristine beaches all around the Island including a black sand beach and a Blue-Flag certified beach. With 270 miles of coastline, every beach on the Island offers its own unique flavor. Activities offered on the Island's beaches include snorkeling and diving among others. The Island has dive shops and rental facilities for newcomers and veterans alike. Kayaking and paddle boarding is also available on some of the Island's beaches. The slow currents in various parts of the Island make it ideal for beginners and family-oriented groups. Surfing is another popular activity in Puerto Rico's beaches. Much of the surfing is done in the northwest coast. There are multiple locations on the Island for beginners starting out or larger waves for experienced surfers looking for a challenge.



Art & Music

Describing Puerto Rico means talking about the vibrancy of art in all mediums. Puerto Rico is the birthplace of many music genres like bomba, plena, and reggaetón. There are both prominent and small museums that tell the story of the Island through art pieces, installations, and memorabilia. You can also find many art galleries, from classic to modern and urban, or absorb the art through macro murals spread through Puerto Rico's up-and-rising street art culture in Santurce, a neighborhood of San Juan.


BOHEMIA COCINA EN MOVIMIENTO
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Fun Facts

- Puerto Ricans are known as #Boricuas, an indigenous term derived from Borikén, the name the Taínos gave the Island.
- The people are loud and proud. They are cheerful people who are eager to share the Island's diverse culture and beautiful scenery with visitors.
- The Island's national symbol is the coquí, the beloved tiny tree frog represented throughout Puerto Rican culture and heritage.
- The Island has almost 300 miles of coastline and nearly the same number of beaches.
- Puerto Rico's peak travel seasons are summer (late May–August) and mid-December through mid-April, when travelers escape colder winter weather.
- Puerto Rico has won five Miss Universe crowns, with queens Marisol Malaret (1970), Deborah Carthy-Deu (1985), Dayanara Torres (1993), Denise Quiñones (2001), and Zuleyka Rivera (2006).
- Puerto Rico celebrates one of the longest holiday seasons in the world, filled with parrandas, family gatherings, traditional foods, Three Kings Day, Octavitas, and the Fiestas de la Calle San Sebastián, keeping the Island's festive spirit alive well into January.



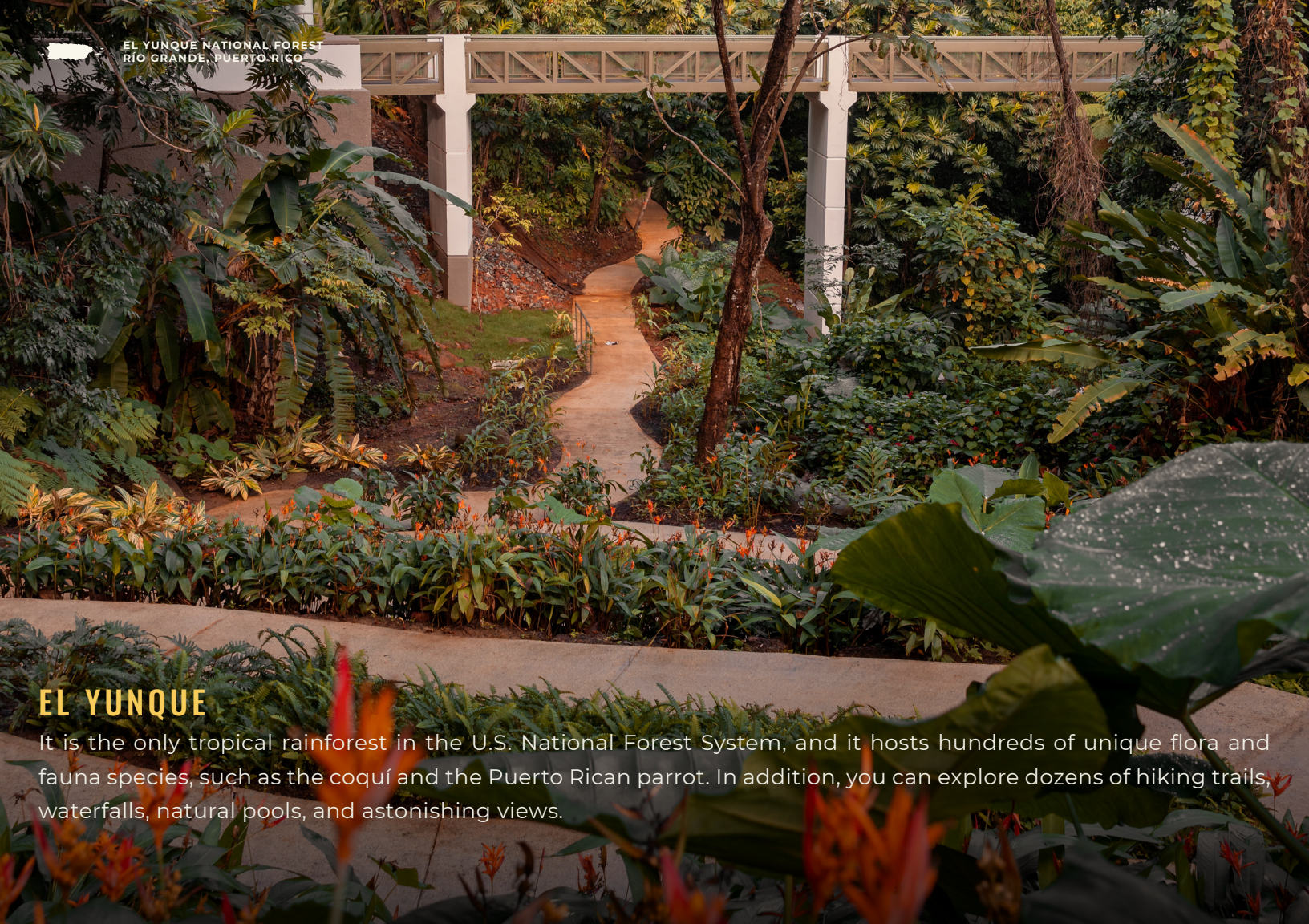
Popular Attractions



OLD SAN JUAN

Five hundred years of history and counting! Old San Juan is where you travel back in time and learn how the Spanish arrived on the Island and built impressive fortifications like El Morro. As you explore, you can hop in and out of stores, small museums, bars, and historic landmarks filled with richness and magic.

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EL YUNQUE

It is the only tropical rainforest in the U.S. National Forest System, and it hosts hundreds of unique flora and fauna species, such as the coquí and the Puerto Rican parrot. In addition, you can explore dozens of hiking trails, waterfalls, natural pools, and astonishing views.



PLAZA LAS AMÉRICAS

Did you go shopping in Puerto Rico if you didn't visit the largest mall in the Caribbean? With over 250 stores, places to dine, and an entertainment hub, you'll find almost anything from local artisans to brand names at Plaza las Américas.



DISTRITO T-MOBILE

A unique five-acre experiential complex that combines the best in global retail, destination dining, art, entertainment, music, technology, and hospitality. Destined to be the most vibrant and popular setting for events, conventions, and performances of all types in the Caribbean region, Distrito T-Mobile offers a multisensory, audiovisual, and technologically advanced experience, including an exhilarating urban zipline and a variety of restaurants, bars, lounges, featuring authentic and local rum, beer and cuisine.



FLAMENCO BEACH

Ranked as one of the top beaches in the world, Flamenco is a blue flag beach in Culebra that boasts white-sand beaches and turquoise waters in front of a lush verdant mountainous backdrop. This beach is ideal for snorkeling, swimming, playing in the sand, or simply beach-bumming.



BIOLUMINESCENT BAYS

The Island boasts three of the world's five bio bays. These rare ecosystems happen when microscopic, single-celled organisms called dinoflagellates grow in quantities big enough to produce a "glow-in-the-dark" effect when stimulated by movement. One of them, Mosquito Bay in Vieques, was recognized in 2006 by the Guinness World Records as the brightest bioluminescent bay in the world. The others are Laguna Grande in Fajardo (closest to San Juan) and La Parguera, located in Lajas.



TORO VERDE ADVENTURE PARK

Toro Verde Adventure Park is located in Orocovis, about an hour and 45 minutes from San Juan and hidden between rolling mountains covered in dense forest. The area boasts some of the most breathtaking mountain views on the Island, which travelers can see if they choose to go ziplining. Since the park opened in 2009, its network of ziplines and suspension bridges has steadily expanded, and now includes two enormous ziplines, The Beast at nearly 1.5 kilometers and The Monster, the second longest zipline in the world, at 2.5 kilometers.



PORK ROUTE IN CAYEY

There is a route for everything in Puerto Rico, and “La Ruta del Lechón” should be at the top of your list. There are three different pork highways you should consider when planning a getaway to Puerto Rico, especially around the holidays. Cayey is the most famous route for an all-day “chinchorreo” experience, but if you find yourself staying some extra time, one must-go-to-place is Bosque Estatal de Carite.



BEERS & BREWERIES

Whether you are a casual beer drinker or a true connoisseur, you'll be glad to know that Puerto Rico has as many local beer brands as it has breathtaking ocean views. From large manufacturers to local indie favorites, Puerto Rican beers are highly accessible at restaurants, pubs, bars, and microbreweries throughout the Island, and are often highlighted on menus and specials boards.



RUM DISTILLERIES

Rum is the Caribbean's most popular and versatile spirit. If you want to appreciate rum's true craftsmanship and rich history, the best option is to visit one of the Island's three main distilleries. Casa BACARDÍ will impress you with its modern visitor center, premium selection, and views of Old San Juan from across the bay. Hacienda Santa Ana will take you back in time to the late 1800s and walk you through the production process of Ron del Barrilito, the craft cocktail scene's favorite small production rum. You can also take a day trip to the town of Jayuya for some flavorful moonshine called pitorro at the Craft Spirit Distillery.



EXPLORE A COFFEE HACIENDA

Take a tour and experience what it was like to be in Puerto Rico during the 1800s, when coffee was one of the Island's most important agricultural products. If you're a serious coffee lover, this journey through a working coffee hacienda will be a highlight during your visit to Puerto Rico. Some haciendas with beautiful grounds (no pun intended) and stunning tours include Hacienda Pomarosa, Hacienda Tres Ángeles, among others.



WELLNESS

Wellness comes naturally in Puerto Rico, where the rhythms of nature inspire you to reconnect, recharge, and nourish body and soul—from relaxing spa experiences and serene beaches to waterfall pools, yoga, and bioluminescent bays under star-filled skies.



FASHION

Puerto Rico's fashion scene is vibrant and deeply rooted in Island culture, with renowned designers such as Luis Antonio, Stella Nolasco, Lisa Cappalli, Harry Robles, Jean Cintrón, Eclíptica, and Herman Nadal, alongside local brands like Valija Gitana, Arrecife, Rogative, Palmeira, among others.

DISCOVER Puerto Rico

ABOUT DISCOVER PUERTO RICO

We are a not-for-profit, non-governmental destination marketing organization created through bi-partisan legislation to manage all off-island global marketing, sales, and promotion of Puerto Rico's tourism industry. We officially started operations on July 1st, 2018. Our mission is to promote the Island as a premier leisure and business destination, powering sustainable economic growth through consumer-centric, research-based marketing, best-in-class industry standards, and strategic collaborations.

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