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Discover Puerto Rico Employee is Named one of 30 Future Leaders of Destination Marketing and Management Industry

(SAN JUAN, PUERTO RICO- APRIL 9, 2019) –Discover Puerto Rico, the Destination Marketing Organization (DMO), is thrilled to announce that Roberto Vigoreaux, CRM (Customer Relationship Management) Coordinator has been named one of Destinations International’s 30 Under 30 recipients.

The 30 individuals, 30 years of age and under, will have the opportunity to engage in professional development opportunities throughout 2019 and beyond. The honorees originate from a variety of destination organizations of all sizes and countries.

“The 30 Under 30 program remains critical to our organization’s vision and mission,” said Don Welsh, President and CEO of Destinations International. “The future of the travel and tourism industry remains dependent on today’s young professionals and the Foundation continually invests in the leaders of tomorrow through professional development and mentorship opportunities. We look forward to connecting with the 30 future leaders at this year’s Annual Convention, throughout 2019 and their careers.”

Roberto Luis Vigoreaux is responsible for managing all CRM business applications and related activities of the organization. He owns a BA in Hotel and Restaurant Management from the University of Puerto Rico and has more than eight years working within the

industry. Currently, Roberto is pursuing the SimpleView Master Certification to continue educating others within Puerto Rico's travel and tourism industry.

"We are very proud to have a talented and committed young man who has been recognized within a select group of candidates from different destination marketing organizations. Our organization has a first-class team of marketing and sales professionals full of commitment to positioning Puerto Rico as a world-class destination," said Brad Dean, Chief Executive Officer.

Now in its ninth year, the 30 Under 30 program is supported by founding program partner, SearchWide Global and sponsored by IMEX Group, MMGY Global and Northstar Meetings Group.

"Not only does the program bring incredible value to our industry, but it brings unlimited opportunity to the recipients," said Mike Gamble, President and CEO of SearchWide Global. "By shaping future industry leaders, we can build an even better future for destination marketing."

For more information about the 30 Under 30 program or Destinations International, visit www.destinationsinternational.org.

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About Discover Puerto Rico

Discover Puerto Rico is a newly established private, not for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO will bring prosperity to the people of Puerto Rico by collaboratively positioning the Island's diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination and works closely with key local governmental and non-governmental stakeholders throughout Puerto Rico's visitor economy and community at large to empower economic growth. For more information, please visit www.discoverpuertorico.com