



International Markets Monthly Merchandiser AUGUST 2019

PR: Canadian Traveller Coverage, July 2019

Canada

PR: Canadian Traveller Coverage, Spring 2019



“An old van with a huge Puerto Rican flag painted on its side caught my eye. A young man was working out of the back, whacking the tops off of coconuts like a well-practised executioner.”

“I found beauty in the teams of tourists disembarking the cruise ships, the scores of locals out with their families, the laughter floating up from packed restaurants and nightclubs, and the comfort of being in a 500-year-old city.”



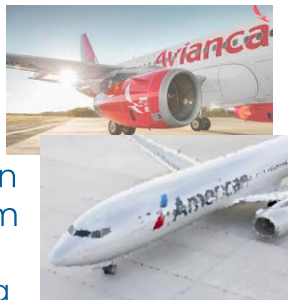
Sales & Marketing: Puerto Rico is re-introduced to Canadian Travel Agents!

Feedback from Jennifer McCarroll, Travel Only: “I just wanted to reach out to you personally to thank you for a very insightful presentation that you provided on Puerto Rico last night at the Caribbean Tourism event. I look forward to working with you in the near future!”

More than 60 of the top agents who sell the Caribbean participated in a “speed dating” session, learning or refreshing their product knowledge on all things Puerto Rico.

Colombia

PR and Sales & Marketing: Airline Allies



Avianca and American Airlines Colombia confirmed their interest in supporting Press and Fam trips in order for Puerto Rico to continue growing its visitor numbers.

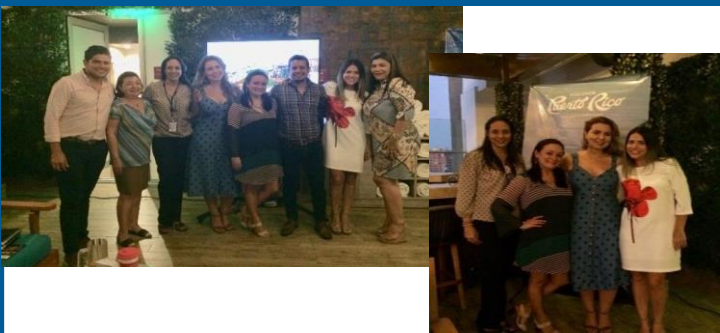


PR: Diners Magazine Coverage



According to this magazine, that specialises in trends and fashion, Puerto Rico is the best place to go shopping in the Caribbean.

Sales & Marketing: Sales Manager Training, 13th August



Interamerican Network trained the sales managers of six top agencies in Barranquilla – Viajar Olímpica, Munditur, Jineth Travel, Vianorte, Aviatur and Viajes Circular. Avianca, COPA and American Airlines, the main airlines with connections to Puerto Rico, were also present.

Germany

Sales & Marketing: Meeting with FTI

Lieb Management met with FTI Touristik to discuss new opportunities – they will be extending their portfolio and their brand BigXtra by offering new itinerary combinations



PR: Mit Liebe Coverage



Lieb Management provided detailed information about Puerto Rico's culinary scene for an upcoming 4-page article in Germany's largest food magazine (circulation 1.72 million / readers 3.67 million)

Sales & Marketing: Cooperation with Condor and Sony Music / Pedro Capó "Extend your Summer"

Lieb secured a large marketing campaign with Condor and Sony Music / Pedro Capó to promote Puerto Rico. Two competition winners will travel to Puerto Rico to see Pedro Capó play live in concert, followed by a meet & greet (September 28). A cameraman will record their journey to create a highlights video for distribution.



Spain

Sales & Marketing: New business for Puerto Rico in Spain!



Interface Toursim have reached out to US Specialists to help broaden their product offering to USA bound travellers – two wholesalers are interested in developing Puerto Rico product.

PR: VIAJAR Coverage, 16th August



Spain's leading consumer travel publication VIAJAR singled out San Juan's lively beat – day and night – as unmatched in the Caribbean (featured in its digital publication).

PR: Secured Media Coverage on One of Spain's Most Popular Television Shows



Interface Tourism secured broadcasting coverage on Planeta Calleja, one of Spain's most popular shows. Filming is confirmed for October and the programme is set to discover the enchantment of Puerto Rico with celebrity chef, Jose Andrés.

UK

Sales & Marketing: Agent Training, 13th August



Ami Patel, Product Manager: "Thank you so much for coming in and doing the training, it's definitely helped the sales team to better their understanding of Puerto Rico and all that it has to offer."

PR: TTG's LGBT Seminar, 22nd August



Leah Chandler on the panel of TTG's annual LGBT Seminar.



PR: Travel Weekly Coverage, 29th August



Three-page spread in Travel Weekly and Travel Weekly Online. "There's never been a better time for visitors to come to Puerto Rico."

