



International Markets Monthly Merchandiser DECEMBER 2019



Canada

Strong PR Coverage in December

A recent round-up of worldwide hotel openings garnered attention for Puerto Rico in over 70 news outlets across the country. The Calgary Herald gave mention to The Fairmont El San Juan.



DPR Canada representative, Pamela addresses Puerto Rico's suppliers on Canadian traveler demographics and trends.

Trade Supplier Event, San Juan



International Trade Mega Fam

From ziplining in Toro Verde to exploring the culinary scene of Old San Juan, Canada's 5 fam attendees returned from Puerto Rico full of enthusiasm to get the island live.



Colombia

PR: El Espectador Coverage

El Espectador Newspaper released the article entitled "San Juan de Puerto Rico, to the Rhythm of a City that makes you fall in love", both online and in print.

December saw a successful fam trip take place on the island, with the participation of 5 key players who will be Colombia's ambassadors for the route in the country.

International Trade Mega Fam



DPR Colombia attend LADEVI's end of year party

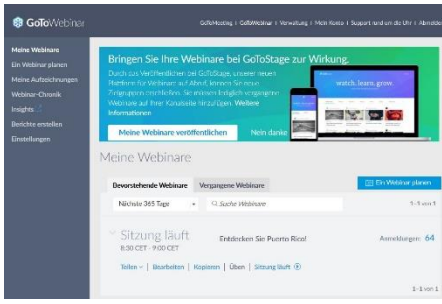
Discover Puerto Rico Colombia was invited to the usual end of year celebration of Ladevi's newspaper (the most important specialized trade media in Colombia). Over 160 key players in the travel industry were in attendance at the event.



Germany

Training the German Trade

DPR Germany representative trained a total of 64 sales agents with a live webinar.



PR: DPR Webinar Announcement Featured in 5 Travel Trade Outlets



Provided travel trade with information about Puerto Rico Webinar on December 18, 2019. The announcement was featured in five different trade magazines.

Sales & Marketing: Trade Fam Trip to Puerto Rico

Five Product Managers from potential German tour operators visited Puerto Rico and explored the island as part of the international mega fam trip.



Trade Mega Fam



Spain

Leading Spanish wholesalers participate in DPR's International Sales fam trip in Puerto Rico.

Tiramilles, a leading radio travel program in Catalunya, invited Discover Puerto Rico to share how the people of Puerto Rico celebrate the Christmas season on the island.

Radio Interview



cuatro

Three Kings Feature on Cuatro News



Puerto Rico was featured on a Cuatro News TV piece about how different countries welcome the Three Kings. Benitez Aviation provided the footage that was aired to 4 million viewers on 5th January.

UK

PR: Coverage



Mosquito Bay is featured as 'the best place in the world' to experience and see a bioluminescent bay.



1. MOSQUITO BAY, PUERTO RICO



PR: Coverage

Puerto Rico: a baptism in Bomba

In the north-east of Puerto Rico, the coastal city of Loca is championing its African heritage through a centuries-old dance that's stood the test of time.

Sunday, 22 December 2019



National Geographic Coverage generated from the 500 Year group press trip. Coverage is both in print and online.

International Trade Mega Fam

Hills Balfour hosted 5 UK tour operator attendees in Puerto Rico for the Trade Mega Fam – there were 18 attendants on the English speaking trip in total, including the German and Canadian attendants.

