

TRAVEL TRADE DEVELOPMENT

INTERNATIONAL MONTHLY REPORT: JUNE

KPI DASHBOARD: UK

TRAVEL TRADE MEASURES	ANNUAL TARGET	KPI ACHIEVED YTD
...Travel Trade FAMs		
<i>No. of Travel Trade FAMs</i>	1	1
<i>No. of Participants</i>	5	5
...Product development		
<i>No. of New Products Developed</i>	8	6
...Trade Education		
<i>No. of Trade Education Sessions</i>	12	8
<i>No. of Participants</i>	120	231
<i>No. of Trade Sales Calls</i>	72	114
...Trade Newsletters		
<i>Newsletter key Decision Makers</i>	4	6
Public Relations Measures	ANNUAL TARGET	KPI ACHIEVED YTD
<i>No. of Articles Generated</i>	60	224
<i>No. of Circulation / Impressions</i>	n/a	1,106,368,129
<i>No. of EAV</i>	n/a	571,389
<i>No. of Media/PR Calls</i>	30	98
<i>No. of Press Releases Issued</i>	12	12
...Media FAMs/Press Trips		
<i>No. of Group Press Trips</i>	1	1
<i>No. of Individual Press Trips</i>	2	2

KPI DASHBOARD: SPAIN

TRAVEL TRADE MEASURES	ANNUAL TARGET	KPI ACHIEVED YTD
...Travel Trade FAMs		
<i>No. of Travel Trade FAMs</i>	1	1
<i>No. of Participants</i>	5	5
...Product development		
<i>No. of New Products Developed</i>	6	10
...Trade Education		
<i>No. of Trade Education Sessions</i>	12	16
<i>No. of Participants</i>	120	214
<i>No. of Trade Sales Calls</i>	72	146
...Trade Newsletters		
<i>Newsletter key Decision Makers</i>	4	4
Public Relations Measures	ANNUAL TARGET	KPI ACHIEVED YTD
<i>No. of Articles Generated</i>	60	138
<i>No. of Circulation / Impressions</i>	n/a	62,828,947
<i>No. of EAV</i>	n/a	1,165,010
<i>No. of Media/PR Calls</i>	30	80
<i>No. of Press Releases Issued</i>	12	12
...Media FAMs/Press Trips		
<i>No. of Group Press Trips</i>	1	1
<i>No. of Individual Press Trips</i>	2	2

KPI DASHBOARD: GERMANY

TRAVEL TRADE MEASURES	ANNUAL TARGET	KPI ACHIEVED YTD
...Travel Trade FAMs		
<i>No. of Travel Trade FAMs</i>	1	1
<i>No. of Participants</i>	5	5
...Product development		
<i>No. of New Products Developed</i>	4	3
...Trade Education		
<i>No. of Trade Education Sessions</i>	12	3
<i>No. of Participants</i>	120	70
<i>No. of Trade Sales Calls</i>	72	86
...Trade Newsletters		
<i>Newsletter key Decision Makers</i>	4	4
Public Relations Measures	ANNUAL TARGET	KPI ACHIEVED YTD
<i>No. of Articles Generated</i>	60	74
<i>No. of Circulation / Impressions</i>	n/a	61,159,596
<i>No. of EAV</i>	n/a	352,460
<i>No. of Media/PR Calls</i>	30	70
<i>No. of Press Releases Issued</i>	12	12
...Media FAMs/Press Trips		
<i>No. of Group Press Trips</i>	2	1
<i>No. of Individual Press Trips</i>	2	0

KPI DASHBOARD: CANADA

TRAVEL TRADE MEASURES	ANNUAL TARGET	KPI ACHIEVED YTD
...Travel Trade FAMs		
<i>No. of Travel Trade FAMs</i>	1	1
<i>No. of Participants</i>	5	5
...Product development		
<i>No. of New Products Developed</i>	5	3
...Trade Education		
<i>No. of Trade Education Sessions</i>	12	22
<i>No. of Participants</i>	120	226
<i>No. of Trade Sales Calls</i>	72	77
...Trade Newsletters		
<i>Newsletter key Decision Makers</i>	4	4
Public Relations Measures	ANNUAL TARGET	KPI ACHIEVED YTD
<i>No. of Articles Generated</i>	60	129
<i>No. of Circulation / Impressions</i>	n/a	24,047,441
<i>No. of EAV</i>	n/a	1,441,239
<i>No. of Media/PR Calls</i>	30	127
<i>No. of Press Releases Issued</i>	12	12
...Media FAMs/Press Trips		
<i>No. of Group Press Trips</i>	1	1
<i>No. of Individual Press Trips</i>	3	1

KPI DASHBOARD: COLOMBIA

TRAVEL TRADE MEASURES	ANNUAL TARGET	KPI ACHIEVED YTD
...Travel Trade FAMs		
<i>No. of Travel Trade FAMs</i>	1	1
<i>No. of Participants</i>	5	5
...Product development		
<i>No. of New Products Developed</i>	8	8
...Trade Education		
<i>No. of Trade Education Sessions</i>	12	15
<i>No. of Participants</i>	120	729
<i>No. of Trade Sales Calls</i>	72	88
...Trade Newsletters		
<i>Newsletter key Decision Makers</i>	4	6
Public Relations Measures	ANNUAL TARGET	KPI ACHIEVED YTD
<i>No. of Articles Generated</i>	60	74
<i>No. of Circulation / Impressions</i>	n/a	43,762,275
<i>No. of EAV</i>	n/a	307,680
<i>No. of Media/PR Calls</i>	30	50
<i>No. of Press Releases Issued</i>	12	12
...Media FAMs/Press Trips		
<i>No. of Group Press Trips</i>	1	1
<i>No. of Individual Press Trips</i>	2	1

EXECUTIVE SUMMARY:

PR

Hills Balfour secured 39 pieces of earned media internationally throughout June 2020. Press pitching and media liaison was once again the forefront of international PR activity as the ongoing COVID-19 outbreak changed the workings of the media landscape. Hills Balfour pitched Puerto Rico's music scene to leverage World Music Day, which had extensive pickup covering 23 target titles. Recognising the consumer demand to escape, Hills Balfour also secured extensive coverage in national UK titles (Daily Express, Sunday Mirror etc.) pitching remote accommodation options.

The PR team circulated approved messaging / statements to international media following the reopening announcement on 15 July. Associated stories appeared in target national titles in Spain, Canada and the UK, including two placements in The Telegraph and Lonely Planet. Leveraging the moment, Hills Balfour continued to drive profile placement in June 2020 securing interviews opportunities for Brad Dean, CEO, across both trade and consumer press.

Furthermore, recognizing the importance of partnerships in a post-COVID-19 world, the PR team reached out to multiple airlines to initiate conversations to drive visiting media trips. Moving forward (and when the time is right), it is imperative that high-profile media visit, and share stories about, Puerto Rico as the Island reopens its doors to the world.

Sales & Marketing

Hills Balfour proposed the concept of a Puerto Rico Webinar Series with DPR and shared a one-pager with the team for approval. The idea was approved and discussions are ongoing.

Following confirmation of the island's 'opening' date (15 July), Hills Balfour created a newsletter highlighting the 'it's almost time' message for the trade. The newsletter was edited as per DPR's request and sent to the trade database on 19 June.

Hills Balfour conducted a multi-market trade survey, collating responses from key trade partners across all international markets and adding them to a report for DPR. The survey assessed the current position of tour operators and airlines (in late June) and asked how they plan on working with Puerto Rico in the coming months / year.

Hills Balfour began working on an international re-entry strategy to be shared with DPR in July.

Regular liaisons with key contacts in the trade continued throughout the month of June, including important product development conversations and early recruitment for the webinar series (proposing the idea to see who would be interested).

During the month of June DPR Spain conducted three product trainings: one on 4 June to PANGEA's product director for the America's, another on 9 June to American Airlines' 12 person sales staff in Spain and ended the month on 30 June with a very well attended webinar training to 100 agents from Viajes Carrefour nationwide.

Iberia routing team communicated that the SJU route is in the plan for a flight increase to three flights per week as of September 2020 (up from the two scheduled as of 1 August). All planning to any destination is pending travel restrictions being lifted and on how the COVID crisis evolves.

On 29 June a trade newsletter was shared with 816 accounts across Spain to highlight the relaunch date of Iberia's direct flight (1 August).

MARKET UPDATES:

UK

Inflation rose to 0.6 per cent year on year in June, data from the Office for National Statistics showed. Higher prices for games and clothing meant UK consumer price inflation rose slightly in June after falling to its lowest level in four years, as the economy reopens after months of coronavirus-related lockdown.

In line with new government guidelines, anyone arriving in the UK from 8 June had to self-quarantine for 14 days. Boris Johnson, the Prime Minister, announced that the UK government would be working on an air-bridging list, to be released in July, announcing which countries would become exempt from this rule.

According to TTG's travel agent tracker, more than three-quarters of agents advised that they took a new holiday enquiry in the week of 12th June – this is the highest number since the tracker was started in mid-April. Nearly half of agents also made a sale.

A survey released by management consultancy Oliver Wyman in June, has found that UK consumers are among the keenest in the world to travel when the Covid-19 pandemic is over according to a survey across nine leading source markets. Almost two out of three UK adults (64%) who travelled abroad last year expect to travel for leisure the same as or more than before when restrictions are lifted, compared with 58% across other source markets in Europe and 56% across major markets worldwide.

SPAIN

Globalia and Barceló suspend the plan to merge Halcón Viajes and Avoris due to COVID-19. After three months with all 1,500 travel agencies closed, Barceló and Hidalgo believe that it is now impossible to make an accurate assessment of each of their businesses. If the merge does go ahead, they would "dethrone" Viajes El Corte Ingles, as leader in Spain in store numbers (over 500) and gross earnings.

Tourism is entering its 'new normal' as Spain's tour operators start to see more bookings than cancellations. In its European Travel Pulse report, Interface Spain highlighted that Spanish tourism is starting to see some light after three months of negative figures. In the last two weeks, the cancellation rate has finally dropped below 100%, which means that for the first time since the beginning of March there are more nights booked than cancelled. Furthermore, on the international scenario, the Government has authorized the air corridor requested by the Balearic Islands to bring German tourists, a pilot plan that, if successful, will be promoted in other regions.

IFEMA has announced dates for Fitur 2021 will be 20-24 January. Special COVID recuperation bonus discounts (up to 15% off) are in place for spaces booked before 31 July

As the latest booking data published by the firm Mirai shows, in week 24 of the year bookings were 40% below the figures of 2019 but growing by more than 15% per week. There is overall optimism towards reaching last year's numbers shortly. Regarding nationalities, Spain continues to stand out, almost at the same level as last year and even surpassing it in some areas, such as Andalusia, where last week it exceeded the 2019 levels by 30%.

GERMANY

The mood in the economy is gradually brightening: the Ifo Business Climate Index, for which around 9,000 companies assess their situation and business expectations every month, showed an upward trend in June for the first time since the Corona crisis.

German holidaymakers have started taking off again for beach holidays in the Mediterranean after the country's global travel warning was lifted for 27 European destinations on June 15 and tour operators relaunched their summer 2020 programs. According to a survey by OTA, Turlane, the most popular types of travel include beach holidays and trips into the wilderness.

CANADA

All provinces have reached at least Phase 2 of reopening. As of 29 June, Canada had recorded a total of 103,250 cases. The country has reported 8,522 deaths to date while over 66,000 have been reported as "recovered". Less than 500 new cases have been reported per day since June 11. Since June 16, 2020, Canada has reported under 400 cases per day

Consumer sentiment continued to improve in June. Our Index of consumer confidence nudged up 16 points this month to 79.7 (2014 = 100), roughly two-thirds of its pre-pandemic level (120.6). Consumer confidence improved across all regions this month as did sentiments about future employment. With this increased optimism, the share of people who believe now is a good time to make a major purchase rose to 20.4 per cent in June, up 5.8 percentage points from May.

According to a report and ranking released in June by the Deep Knowledge Group, Canada has been ranked as one of the safest countries in the world during COVID-19. The chart ranks the economic, social and health stability of 200 countries on Earth, along with their strengths and weaknesses against the current health and economic crisis. Canada is the only country in North and South America to have made it into the top 40 of this safety ranking, coming in at 12th place.

Travel agencies across Canada started re-opening as of 15 June and WestJet and Air Canada announced that as of July 1st, they will no longer block the sale of the middle seat on their aircraft. All seats on their planes will now be available for sale.

COLOMBIA

Despite the fact that the ROI number continues to rise, the government has taken measures that reflect a balance between the state of the economy and public health. These actions taken in June include Bogotá's mayor confirming that there will be a rotation of people allowed in the streets and stores, according to their ID number, from 16 June until further notice. In addition, malls were opened with 30% of total capacity allowed.

International flights are set to resume from 1 September. All of the country's main airports are ready with a full biosafety protocol. Some airlines, such as Avianca, have launched campaigns to assure travelers that their itinerary changes will have no cost, so that they continue to buy their tickets with ease.

TRENDS

News UK report proves desire to travel is still strong

Despite potential concerns over social distancing, city breaks remain the favored holiday of choice for Times readers (54% vs. 30% Sun) and this tallies with their desire to sample local food, drink and culture. Sun readers are looking forward to getting their sunshine fix on the beach and the great value of the all-inclusive is still holding strong for them (49% vs 28% Times readers). In the USA, Florida, California and East Coast city breaks were unsurprisingly popular for both readerships. For Times readers, the most popular US destinations were West Coast (39%), East Coast city breaks (38%) and Florida (24%). Canada was also popular, indicating perhaps a desire for wide open spaces in their next destination. For Sun readers Florida (54%) was the most popular, East Coast city breaks (42%) and West Coast (29%).

Spanish consumers are keen to ensure that they're protected

According to Destinia, in June – the first month since the government announced Spain was open to tourism – there was a 226% increase in the purchase of travel insurance vs the same period in 2019. More emphasis is being placed on personal security and flexibility in travel changes, a natural response caused by the higher levels of anxiety, uncertainty and vulnerability at a global scale.

The travel mood of Germans is gradually improving

A special corona survey by the Forschungsgemeinschaft Urlaub und Reisen (FUR) on behalf of the Verband Internet Reisevertrieb (VIR), shows that 50% of those surveyed are certain that they want to travel this year. 60% said they could afford a holiday trip despite the Corona crisis and that they had the time to do so. Around 30% of those surveyed already have concrete plans and even know where they want to go.

The Caribbean and Mexico are second only to domestic travel in Canada according to Travel Zoo research

Assuming flexible change and cancellation policies are in place, 54% of Travel Zoo's survey respondents want to travel internationally in the next three months, with the Caribbean and Mexico being top of the international agenda.

Safety first for Colombian travelers

The Colombian Association of Travel and Tourism Agencies (Anato) published the survey of 5,918 Colombians about their intention to travel once the pandemic is controlled, main trends results were as follows;

- 3 out of 10 people surveyed plan to travel in 2020 once flights start up again on 1 September
- 82% of the respondents answered that they would prefer to travel to destinations that have clear security protocols

Media trends continue to evolve

- Continued movement from inspiration to invitation
- Strong domestic travel focus in all international markets
- Editors considering press trips again
- USA vs. Caribbean
- 2021 travel trends and hot destinations (long-haul)

UPDATES TO TRADE

Hills Balfour continued to keep in regular contact with the trade throughout the month of June, to keep abreast of how they are navigating the current landscape. Weekly updates were shared in the form of the COVID-19 Activity Report.

Bookings start to pick up for late summer 2020

Although most bookings continue to be for departures in late 2020 and 2021, some consumers are looking to travel this summer despite uncertainty of June's 14-day quarantine and FCO advice against all non-essential travel. The Advantage Travel Partnership advised it has started seeing some summer bookings coming through. Advantage has also set up a closed Facebook group to give members access to the best available deals this summer.

Cruise webinar predicts ways in which the industry may change

The Telegraph's recent Travel Industry Cruise Webinar, led by Head of Travel, Claire Irvin, predicts that despite the obvious challenges the cruise industry now faces, cruise holidays should see a resurgence thanks to loyal customers and the need to maximise holidays. The panel agreed that to ensure cruises are risk free, a whole host of procedures will have to become mandatory, but once those hurdles have been overcome, the social bubble of the ship could be seen as a far safer way to travel than boarding numerous flights. Other opportunities identified included a demographic shift – as younger generations are likely to be more willing to travel sooner – and the fact that flight-free ocean cruising from the UK is arguably the safest way to cruise. Of the travel trade listeners polled, 42% believe that cruising will be back to pre Covid-19 numbers by winter 2021, with 85% voting that coordinated international co-operation will be the biggest help when it comes to supporting cruise recovery. 39% of listeners think that testing before boarding will be the single most important factor when it comes to restoring consumer confidence.

UPDATES TO MEDIA

- TTG Agent Tracker continues to show a growth in sales and bookings** TTG's agent tracker reported agents making sales for summer 2020 doubled week-on-week to 27%, with sales for autumn and winter also increasing. It also reported that 80% of respondents took new holiday enquiries in the last week and 60% reported a week-on-week increase in enquiries. It was also a positive week for rebounding sales with respondents reporting having taken a booking up to 64% from 58% the week before, this is up from 36% a fortnight ago. 80% of respondents also said they had either already reopened their shops or were planning to do so in July.
- PWC's report shows UK consumers miss taking holidays** PWC's June 2020 Consumer Sentiment Survey has indicated that 86% of consumers had missed taking a holiday in the past few months. This ranked just behind spending time with friends and family (91%) and ahead of meals in restaurants (83%). The survey also found that disposable income was 'not a current concern for most consumers'.
- Announcement to replace the travel quarantine rules leads to rise in enquiries** Several companies reported a very good weekend of enquiry sales following the government's announcement to replace the travel quarantine rules with a traffic light system. TravelSupermarket said this was 'busiest weekend since lockdown'. Eurotunnel said more customers used its online booking system this weekend than 'ever before'. TUI reported an increase in bookings this week, with Spain and Greece looking the most popular this summer. Cottages.com meanwhile reported that it has nearly booked its entire portfolio of UK homes for August after the announcement was made that domestic holidays would reopen this summer.
- TTG: Luxury Focus with Abercrombie & Kent's Geoffrey Kent** Abercrombie & Kent has advised that its clients are looking at luxury villas in Europe whilst Cox & Kings clients are looking at both Europe and the Middle East. Kent believes Africa may have its moment. 2019 was a great year for Abercrombie & Kent and it has started seeing some enquiries for summer and a bit more for Christmas this year. Kent believes luxury travel will be the first sector to come back.
- TTG: Rebuilding trust in the travel industry** Moneysavingexpert.com has advised that consumers do not necessarily understand or make a distinction between a tour operator, travel agent, airline and so on. The Advantage Travel Partnership has developed a graph that shows the refund process

including this to share with their clients. Moneysavingexpert.com believes consumers will be looking for more flexibility and that price won't be everything.

- **TTG: Taking off in a new world** Virgin Atlantic is implementing a number of new regulations including social distancing at check-in and gates to crowding, limiting boarding to 10 customers at a time and starting from the back of the aircraft, and removing their in-flight magazine to limit contact between customers. Based on search data, Virgin Atlantic is seeing a good demand for 2021. For example, for Orlando it is seeing a 50% increase on-year vs 2019 and for Miami and New York it is seeing double-digit surges. Other dates proving quite strong include October half term and New Year's Eve in Las Vegas. Manchester Airport meanwhile is trialing travelers being able to book a 15-minute slot at security in advance.
- **TTG: Health and safety: travelling in a new era** Saga Cruise will be announcing on 11th July a raft of new safety measures. As Saga owns its ships, it can control the customer's journey although excursions are more challenging. For the first group of sailings, it thinks it will reduce numbers from 900+ to 700 and will only operate sailings if it thinks customers can have a proper holiday experience. From a touring side, it has suspended operations until September and will take advice on individual destinations and where clients can safely travel. Saga's data shows that its customers are wary of travel, just under 70% of cruise guests have amended their travel to a future date. Virgin Voyages has an expert advisory group in the prevention of disease who have been creating new processes and technology for their (new) ship. Changes include an air purification system. It envisages creating gaps between sun loungers and limiting passenger capacity to probably half.
- **Diversity in Travel** In Out There Magazine's recent 'Diversity - The Future of Luxury Travel' Webinar, led by editor-in-chief Uwern Jong, discussed how the industry can do better in addressing its lack of diversity. From educating staff on their own internal biases to reaching out to BAME/LGBTQ communities by diversifying who is featured in ads as well as where they are placed, there are numerous ways to help make a change in the industry. The panelists agreed that it is best to be transparent about diversity in your brands. There are organizations such as Black Travel Alliance using #PullUpForTravel that are asking for brands and business in the travel industry to go beyond #BlackoutTuesday and to increase people of color in employment, conferences, tradeshow, press, campaigns and philanthropy.
- **Euronews explores the future of tourism in Europe** The panel was made up of representatives from UNWTO, Finnair and the National Tourism Organization of Spain. All three highlighted that it would be crucial for confidence to be restored amongst consumers in order for travel and tourism to recover. Destinations and airlines will have to be clear in their communication on how they are ensuring visitors will be safe and what new procedures are in place and be ready to receive consumers once they are ready to travel.

KEY ACCOUNTS ACTIVITY

Summarize activity with your Key Accounts. This section should be completed every month as it relates to the top producers.

Key Account Name:	Description of Activity for the Month being Reported:	Indication on their current sales production to Puerto Rico, the Caribbean and US in general:	POC: Who from the Rep DPR team?
Expedia	Hannah shared Puerto Rico specific insights deck from May (following a call last month)	Expedia feature a total of 99 Puerto Rico hotels on their website	Kiera
Hayes & Jarvis / American Holidays	<p>From June, Hayes & Jarvis will be known as Hayes & Jarvis by Enchanting Holidays. This is a brand within the Travelopia group and whose source markets are currently the USA and Germany. With this change, the brand will no longer sell the USA and Canada. Going forward, the USA and Canada product will be channeled through American Holidays (UK & Ireland) and My Planet (Scandinavia). Meanwhile, the Austravel brand will be consolidated into the Hayes & Jarvis range.</p> <p>Following the above news, Hills Balfour sought a contact at American Holidays and reached out to schedule a call. Details of call to be included in next month's report.</p>	N/A	Kiera
Lastminute.com	<p>Lastminute.com are seeing an increasing number of bookings and searches. Many are for short haul trips and they are starting to see growth in long haul. For the USA, this is being driven by New York and Las Vegas.</p> <p>Lastminute.com is one of the UK's biggest OTA's. Their Puerto Rico numbers are positive, but could be pushed a lot higher, so they have been identified as a key company to keep in mind for any future campaigns. This is something that Hills Balfour will factor in when putting together plans for the next FY, 2020-21.</p>	Puerto Rico bookings, passenger numbers and room nights are all showing a positive YOY progression for January and February. Hills Balfour to keep in touch with Lastminute.com following COVID-19	Anna & Niamh
Tourist Forum	Held a call with <i>Tourist Forum</i> in Barcelona. Spoke to Ignasi Canals, CEO, to update him on Puerto Rico having	They are not selling US at all due to COVID now in Spring. They	Marimar

	<p>started to open of golf courses and beaches and many hotels in June, as well as sharing the COVID-related health and security measures being enforced in Puerto Rico, underpinning the island's commitment to offering visitors a safe experience when travel is resumed from Spain.</p> <p><i>Digital Marketing campaign.</i> As per discussed with Shana, both partners in Spain (Nautalia and Tourist Forum) for this signed campaign slated for Spring 2020 , have been informed that this activity has been paused for now.</p>	<p>informed they are selling Iceland very well. USA and PR they foresee reservations for late fall / winter 20/21</p>	
Iberia	<p>Iberia have announced the date for the relaunch of their SJU flights. As of 1 August, direct flights from SJU to Madrid will be Wednesday and Sunday, departing SJU at 16:15 and arriving 6:20 +1 in Madrid. Direct flights from Madrid to SJU will be Tuesday and Saturday, departing at 15:55 and arriving in SJU at 18:25 local time.</p>	N/A	Marimar
Avianca	<p>Avianca are working on their internal structure and evaluating routes, which they believe will be finalized by the end of July. They will be in touch when they have more concrete news.</p>	N/A	Aydee

SALES CALLS

Either pro-active telephone calls; initial email dialog; or in person sales calls to existing or potential clients for the Puerto Rico. The objective is to expand reach for new business to Puerto Rico.

Dates:	Company and/or Office:	Name of business contacts: Include all the names of	Discussion detail: Include description of discussion and action generated.	Follow-up: What follow-up is required / next steps.	POC: Who from the Rep DPR team?
--------	------------------------	---	--	---	---------------------------------

		client interactions during meeting			
2 June	Arath	Julio Salamanca	The virtual vacay newsletter spurred a response from Arath luxury wholesaler, requesting information to create bespoke luxury product in their new programs for Fall 2020. Arath are a small luxury wholesaler, but are main suppliers to a 400+ agency consortia in eastern Spain.	Shared bespoke new sales materials and list of specialist DMC's	Marimar
5 June	Condor	Oliver Feess	Sent an email to Condor to enquire as to when their SJU flight was set to resume. Oliver confirmed 31 October as the relaunch date and suggested a call in late June / early July. It has since been confirmed that this route has been removed due to the coronavirus. More updates will be included in next month's report.	Keep in touch	Niamh
11 June	Iberia	Isabel Orozco	Discussed the four tickets gifted for the digital marketing campaign competition element. Advised Isabel that the campaign was suspended until further notice pending DPR resuming co-op activity with Brand USA in FY 20/21. Iberia confirmed that these 4 tickets can be kept for use in future opportunities.	Keep in touch	Marimar
17 June	Quintessentially	Abi Treweeks	Touched base with Quintessentially to see whether they needed anything further since a pre-recorded webinar was shared with them back in May. Abi said that the webinar had been of great help and that they didn't require any further support at this time. They also responded to the	Keep in touch	Kiera

			trade survey and are looking to launch Puerto Rico on their newly designed website.		
17 June	Discover North America	Alain Kasteleyn	Aware of Alain's plans to launch consumer facing quizzes, Hills Balfour shared 10 Puerto Rico themed questions to be included in the upcoming activity and asked whether Alain needed any further support to develop product (he has been keen to launch something for a while). Now isn't the right time for them and they have decided to delay the quizzes. He responded to the trade survey.	Keep in touch	Kiera
17 June	USA a Tu Medida	Paco Blanco	Touched base with USA a tu Medida to ascertain how their reservations were looking for later this year. They had a family of four fly/drive in PR mid-August (five nights), in combination with California national parks – this has been put off until next year due to economic effect on their disposable income. In pre-covid times, they would see a spike for USA bookings in late August, but the travel restrictions to Schengen from US are making travelers fearful. They hope to pick up sales in the Fall and Spring 20/21. They suggested they would want to have a clearer call to action from USA government and tourism authorities for US specialists.	Keep in touch	Marimar
18 June	TSS Group	Alba Santa Barbara	Contacted Alba having been forwarded a chain from Francisco and provided her with the required content in German for social and website promotion of Puerto Rico. Videos and images have been shared on TSS Group's Instagram and a dedicated Puerto Rico page is	Conversations ongoing	Kiera

			now live on their website. Conversations are ongoing with Alba to see what further activity we can do with them.		
23 June	Travelpack	Graeme Evans	Held a call with Graeme to see how product development is going with Travelpack – they launched a number of packages ready for the launch of the digital marketing campaign, but have since pulled them down due to the current travel situation. USA and Caribbean are still strong destinations for them and they are seeing a lot of bookings come in for 2021. Graeme is having trouble working with DMCs to create product for a Puerto Rico specific brochure. Hills Balfour to support on this where necessary.	Share content for social channels and keep in touch	Shana
23 June	German Travel Agent	Sonja Claas	Hills Balfour worked with Alisha at DPR to acquire general pax statistics on German travel to Puerto Rico, as well as providing Sonja with general insights on the island and German specific intent to travel. She is looking to start selling Puerto Rico and requested background information.	Keep in touch	Kiera
29 June	F.S.B. Viajes	Ana María Ortega	They received the ‘it’s almost time’ newsletter and immediately got in touch to request help to program Puerto Rico. For the last 14 years, they have sold mainly Cuba, but have visited Puerto Rico in the past. They have good rates with American Airlines and Iberia and are keen on creating bespoke packages to Puerto Rico. They sell through agency group consortia and a group of smaller retailer agencies.	Shared the sales tool kit	Marimar

29 June	Various	Various	Over 40 tour operator and airline responses to the international trade survey were received – please see full report for details	N/A	Kiera & International Teams
---------	---------	---------	--	-----	-----------------------------

PRODUCT DEVELOPMENT

New product that has been developed in conjunction with a tour operator

Which area has new product been developed for?	Tour Operator: Who is promoting the new product?	New product developed: What is the new product?	POC:
n/a	n/a	n/a	n/a

CO-OP OPPORTUNITIES

List any co-op opportunities with tour operators

Tour Operator: Which tour operator is running the co-op?	Dates: What are the dates of the co-op?	Summary of co-op: Give details of the campaign (ATL, social etc.)	Status/Results: Provide status of the campaign up to the start and then results of the campaign at the end.	POC:
n/a	n/a	n/a	n/a	n/a

TRAINING / EDUCATIONAL SEMINARS

Include in this section all formal presentations and/or training that are either conducted as a separate event or in conjunction with trade shows or missions.

Dates:	Name: Include airline, tour operator or other partner	Location: City & country	Number of business contacts: Number of travel professionals in attendance at seminar	POC / Who conducted the training from the DPR team:
4 June	PANGEA	Virtual	<p>Webinar with Maite Llorente, America's Product Director.</p> <p>Prepared materials in Spanish to create a bespoke program for Pangea and aid them in updating their hotel offering.</p>	Marimar
9 June	American Airlines	Virtual: Leisure and Groups divisions based in Spain	Nine pax from their sales department attended.	Marimar
30 June	Viajes Carrefour	Virtual: all over Spain	100 agents participated from across Spain. The presentation was shared, alongside various sales materials, after the live webinar	Marimar

TRADE SHOWS / EVENTS / MISSIONS

This includes both missions/road shows that DPR organizes, as well as ones in which we participate in such as IPW, WTM, ITB, VISIT USA, Brand USA or tour operator roadshow.

Dates:	Event Name & Location: Full name of mission. Include all cities & countries included in the mission/road show	List of meeting held during the Mission:	What business was conducted during each meeting?	Follow-up for each meeting:	POC / Who attended from the DPR team:
9-13 September 2019	Brand USA Travel Week	<p>34 meetings with a relevant selection of key tour operators from various European markets including the UK, Spain and Germany.</p> <p>The tour operators met with, were: Neo Tours So.S.Int.srl; Hayes & Jarvis; Explorer Fernreisen GmbH; Destinology; If Only Holidays Limited; Travelbag; Thomas Cook; Discover North America; MORTON's Ltd; Logitravel Group; Amerikaspesialisten Nordmanns-reiser AS; Dnata B2B; Funway Holidays; Pangea; Gattioni Travel Network; Glamour Tour Operator; UStravel.nl; Barrhead Travel; MG Tours; Etura; Bon Voyage; USA A TU MEDIDA; Profil Rejser; Freedom Destinations; Tourist Forum Group; Volonline.IT; America As</p>	<p>Meetings with existing partners looked to strengthen Discover Puerto Rico's relationship with the European market, whilst meetings with potential partners offered up the opportunity for product development. Most of the tour operators that Leah and Niamh met with either already sell Puerto Rico, but would like to work together to push sales, or were keen to add the destination to their portfolio.</p>	<p>Niamh and Kiera undertook all follow-up via email using Niamh's meeting notes. This largely consisted of sharing the Sales Tool Kit, offering answers to specific questions / pointing tour operators to appropriate assets on the Discover Puerto Rico website and booking in training. A selection of key tour operators have also been invited on the Product Manager Fam Trip.</p>	Leah & Niamh

		You Like It; Made; Travel House; Visit USA Switzerland; Ocean Holidays; TUI Spain; TUI Nordic; Major Travel			
4-6 November 2019	WTM	15 trade appointments, 11 of which were with contacts from the UK market. 35 media meetings with target consumer, travel and trade media. 6 interviews with target travel trade media. Further details can be found in the WTM Report.	Meetings with key trade and media contacts to introduce and educate the international markets on the destination.	Hills Balfour has conducted tailored follow up with each trade and media contact.	Karis, Alessandra, Sophie & Leah
26 February 2020	Aspire Luxury Travel Forum	12 mini trainings with 3-5 luxury UK sales agents in each session	Trained luxury UK agents that specialize in US travel on what the destination has to offer for their clients and how they can sell it. For most, this was an introduction to the island and many were very excited by the prospect of upselling cruise stays / twin centering with the US.	Hills Balfour has shared the Sales Tool Kit with each agent in attendance.	Kiera
March 2020	Unite Caribbean	17 trade appointments (16 tour operators and 1 airline).	Meetings with key trade contacts	Hills Balfour has conducted tailored follow up with each trade contact	Karis & Kiera
29 – 30 April 2020	TTG Virtual LUXPO	29 one-to-one meetings with luxury travel agents	Trained luxury UK agents on Puerto Rico. The destination was very well	Hills Balfour have followed up with Virtual Vacay summary document, sales	Shana

			received, with most agents excited by the prospect of upselling cruise stays / twin centering with the US.	tool kit, luxury brochure and boutique property list.	
--	--	--	--	---	--

FAMS

Educational Fam tours hosted in Puerto Rico for travel professionals.

Dates:	Fam Name: Name of tour operator and/or airline sponsor and origin country	Number of participants and escorts: (ex: 12 agents and 1 airline escort)	Destination/s planned?
9-14 December 2019	Product Manager Mega Fam 1. Travelpack 2. Quintessentially Travel 3. Major Travel 4. Barrhead Travel 5. If Only	Five product specialists from key UK tour operators and one DPR UK host	San Juan and El Yunque

OTHER ACTIVITIES

Include other meetings or activities in which you have been involved that do not relate to any of the specific categories or client involvement. You can also include status of projects you are working on that have not yet taken place.

Dates:	Activity:	Status:	Description/Detail: Include brief description of activity and action generated or required	POC:
June	Digital Marketing Campaign	Ongoing	The campaign is currently on hold due to COVID-19. All Lightboxes are ready to go live.	Niamh, Karis, Kiera and Shana
June	Weekly Activity Report	Ongoing	COVID-19 was a primary focus for the Hills Balfour trade team during the month of June. Hills Balfour implemented a weekly report for all international markets to complete on a weekly basis. This is collated by the Hills Balfour team and shared with DPR every Friday.	Kiera
15 June	Call with Brand USA	Complete	Niamh and Kiera held a call with Dianne and Skylar from Brand USA to clarify the status of DPR's Brand USA LOA and share an update on the status of the Digital Marketing Campaign (still paused). Update was shared with Leah following the call.	Niamh and Kiera
19 June	UK Trade Newsletter	Complete	Hills Balfour created a newsletter for the international trade promoting the 'it's nearly time' messaging following the announcement that the island will open its borders on 15 July. The newsletter was approved by DPR and shared with the UK trade database.	Kiera
22 June	Airbnb	Ongoing	Following news of Discover Puerto Rico's official partnership with Airbnb, Hills Balfour sent a note to the UK contact to look at ways in which we can work with	Kiera

			this partnership in the international markets – awaiting confirmation on a call date	
26 June	International Trade Survey	Ongoing	Hills Balfour created a trade survey to be translated and shared with key contacts across all five key markets. Each of the international teams assisted in sending the survey to their contacts and shared the results with Hills Balfour to be compiled and formatted into a coherent report for DPR head office.	Niamh, Kiera and International Teams
29 June	Spain Trade Newsletter	Complete	DPR Spain translated the newsletter prepared by Hills Balfour and approved by DPR head office. This was shared with their trade database.	Marimar
29 June	International Re-entry Strategy	Ongoing	Following the Hills Balfour and DPR bi-weekly catch-up call, the Hills Balfour team began brainstorming the international re-entry strategy, to be presented to DPR in July	Niamh, Mark and Kiera

PR & COMMUNICATIONS – INTERNATIONAL REPS MONTHLY REPORT

INDIVIDUAL & GROUP MEDIA FAM TRACKING

Please total the circulation / impressions. For EAV, please convert to US Dollars.

Individual / Group Media Fam	Status (Approval Needed, In Planning Process, Completed)	Journalist	Outlet	Audience (Consumer vs. Trade)	Date of Travel	Key Messages	Regions Covered	Title	Circulation /Impressions	EAV (USD)
Individual	Completed	Chris Leadbeater	Daily Telegraph	Consumer	6-12 March	500 th anniversary	San Juan, Vieques, El Junque	TBC	309,167 (print), 24,886,000 (muu)	TBC

MEDIA TRACKING

Please total the impressions. For ad Equivalence, please convert to US Dollars.

OUTLET	KEY MESSAGES	MARKE T	DAT E	REACH	AVE \$
The Leeds Guide	Travel from your armchair	UK	9.06	30,000	212
Lonely Planet	9 of the most remote glamping spots around the world	UK	15.06	17,000,000	875
Daily Express (Online)	7 remote escapes for your travel inspiration after lockdown	UK	16.06	39,618,314	1,621
Daily Express	The bear necessities for the great escape	UK	16.06	289.393	6,532
Daily Record	Splendid Isolation	UK	20.06	102,906	3,118
Sunday Mirror	Splendid Isolation	UK	20.06	353,375	10,957

The Sentinel	Splendid Isolation	UK	20.06	19,476	950
The Star	Sounds like a great holiday	UK	19.0 6	23,238	2,230
Viestra	10 musica travel experiences	UK	21.0 6	28,411	855
Travel Weekly	Caribbean hotels plan reopenings, here's the latest	UK	22.0 6	152,160	300
Liverpool Echo	Sounds like a great holiday	UK	24.0 6	27,796	2,328
The Bath Chronicle	Sounds like a great holiday	UK	24.0 6	7,682	667
Birmingham Mail	Sounds like a great holiday	UK	24.0 6	12,341	2,642
Birmingham Post	Sounds like a great holiday	UK	24.0 6	6,667	1,031
Cambridge News	Sounds like a great holiday	UK	24.0 6	5,794	885
Derby Telegraph	Sounds like a great holiday	UK	24.0 6	15,029	958
Evening Chronicle	Sounds like a great holiday	UK	24.0 6	26,811	1,445
Evening Gazette	Sounds like a great holiday	UK	24.0 6	12,887	1,361
Gloucestershire Echo	Sounds like a great holiday	UK	24.0	13,221	583

			6		
Grimsby Telegraph	Sounds like a great holiday	UK	24.06	10,629	8,331
Hull Daily Mail	Sounds like a great holiday	UK	24.0 6	16,873	1573
Manchester Evening News	Sounds like a great holiday	UK	24.0 6	31,050	3,651
Nottingham Post	Sounds like a great holiday	UK	24.0 6	10,261	1,361
South Wales Echo	Sounds like a great holiday	UK	24.0 6	10,355	2,465
The Herald	Sounds like a great holiday	UK	24.0 6	18,191	1,147
The Journal	Sounds like a great holiday	UK	24.0 6	9,083	968
Bristol Post	Sounds like a great holiday	UK	24.0 6	9,774	837
Burton Mail	Sounds like a great holiday	UK	24.0 6	5,872	520
Western Mail	Sounds like a great holiday	UK	24.0 6	10,341	1,970
Newcastle News	Sounds like a great holiday	UK	24.0 6	14,336	898
Wales Sun on Sunday	Sounds like a great holiday	UK	24.0 6	7,147	748

Rough Guides	Coronavirus: Chatting to Brad Dean CEO of Discover Puerto Rico	UK	25.06	7,000,000	1,400
Lonely Planet	Puerto Rico is reopening to visitors next month	UK	25.06	17,000,000	3,500
Yahoo! Finanzen	Puerto Rico Golf Courses, resorts prepare for tourism resumption	Germany	25.06	11,490,000	3,000
ADVFN	Puerto Rico Golf Courses, resorts prepare for tourism resumption	Germany	25.06		
Le Lezard	Puerto Rico Golf Courses, resorts prepare for tourism resumption	Canada	25.06	132,00	6,500

VIRTUAL MEDIA MEETINGS / WEBINARS / EVENTS

w/c 1 June

- Attended a virtual seminar with The Points Guys UK. The key speaker was Nicky Kelvin, director of content
- Attended the Globetrender live webinar whereby the team unveiled the new trend report: travel in the age of COVID-19
- Attended the following webinars: TTG's webinar titled 'quarantine: what will the new rules mean for the UK travel industry' (the speaker was Martin Alcock, director, The Travel Trade Consultancy) and Out There magazine's webinar titled 'the future of luxury' (panellists were Bryan Gabriel, cco of Six Senses Resorts, Hotels & Spa; Natasha Towey, head of marketing at Carrier, Ileana von Hirsch, founder and director of Five Star Greece)
- Attended the TTG webinar titled 'quarantine: what will the new rules mean for the UK travel industry'. The main speaker was Martin Alcock, director, The Travel Trade Consultancy
- Attended a webinar hosted by Out There magazine titled 'the future of luxury'. Participants included Bryan Gabriel, cco of Six Senses Resorts, Hotels & Spa; Natasha Towey, head of marketing at Carrier, Ileana von Hirsch, founder and director of Five Star Greece
- Attended the Roxhill webinar with Oliver Shah, Business Editor at The Sunday Times

w/c 8 June

- Attended the #Experientialist LIVE, The Future of Luxury Travel: Visionaries. Participants included Arnaud Champenois, senior vice president of Brand and Marketing, Belmond; Lisa Warner, director of marketing, Abercrombie & Kent and Philipp Wegmann, Executive Vice President for Europe, Preferred Hotels & Resorts

- Attended TravMedia’s webinar focusing on pitching travel news stories. The panel consisted of Pippa Jacks, group editor at TTG and Ben Clatworthy, assistant travel editor at The Times and Sunday Times
- Joined a Hills Balfour organised Q&A with Richard Arnold, entertainment editor at ITV’s Good Morning Britain, where he discussed working with broadcast outlets post Covid and what makes a good story for television
- Joined a Hills Balfour organised Q&A with Claire Irvin, head of travel editorial at the Daily Telegraph, where she discussed what travel stories are of interest to the paper and how we can best work with them moving forward, in addition to unveiling the paper’s new look travel supplement

w/c 15 June

- Attended OutThere’s #Experientialist LIVE, The Future of Luxury Travel: Destinations. Panelists included Michelle Fridman Hirsch, Minister of Tourism for Yucatan State, Mexico; Fred Dixon, President and CEO, NYC & Company; Alex Herrmann, Director of Switzerland Tourism, UK & Ireland; Matt Joslin, Marketing and Communications Manager, Japan National Tourism Organisation
- Attended The Telegraph travel industry webinar focusing on how cruising has been affected and changes we might see in the industry post Covid. The panelists included Claire Irvin, head of travel, Ben Ross, deputy head of travel and Nick Trend chief consumer and culture editor
- Attended Black Tomato’s webinar entitled "The traveller in 2020 & beyond - what matters & where they’re headed" which featured a panel of luxury travel experts, including Black Tomato's co-founder Tom Marchant, Mr & Mrs Smith's co-founder James Lohan, and CEO of PrivateFly, Adam Twidell

w/c 22 June

- Attended the Social With Media webinar with panelists including Angelina Villa-Clarke, travel contributor, Forbes.com; Ana Silva O’Reilly, luxury travel blogger, Mrs O Around The World; Pat Riddell, editor, National Geographic Traveller; Mark Hodson, editor, 101 Holidays
- Attended The Times and Sunday Times Travel Magazine webinar with panelists including Duncan Craig, travel editor, The Times and Sunday Times; Katie Bowman, features editor, Sunday Times Travel Magazine; Jenny Coad, deputy travel editor, The Times and Sunday Times; Ed Grenby, editor, Sunday Times Travel Magazine
- Attended OutThere’s #Experientialist LIVE, The Future of Luxury Travel webinar with panelists including Julia Perowne, founder of Perowne International, Louise O’Brien, regional director of PR at Americas for Langham Hospitality Group and Sarah Barnett, head of PR and communications at Black Diamond

AWARD TRACKING

Name of Award	Date Awarded	Award Overview/Description	Presented By (PR News, etc.)
TBC	TBC	TBC	TBC

OTHER ACTIVITIES

Include other meetings or activities in which you have been involved that do not relate to any of the specific categories.

Dates	Activity	Status	Description/Detail: Include brief description of activity and action generated or required	POC
Ongoing	Brand USA Global Media Forum	Postponed	Currently postponed due to Covid-19 and the travel restrictions	Mark McCulloch