



Dear Industry Partners,

As we continue to double-down our efforts on the “open for tourism” messaging, to build further confidence in upcoming travel, we plan to amplify on-island events by bringing down top tier U.S. and international media and influencers as part of a “seeing is believing” strategy. One method to accomplish this is by conducting FAM trips on the Island for guests to experience all that we have to offer and publish authentic, firsthand experiences for their audiences. The two types of trips hosted include:

- A **group FAM trip**, or familiarization trip, which is hosted for a group of journalists and/or influencers, centered around a specific niche, event or cultural moment in time, in Puerto Rico. This is carried out to provide the journalists with experiences, information, interviews and images/video content to inform their coverage for resulting pieces after the trip takes place.
- Similarly, a **one-off trip** occurs when there is a specific niche or topic that a journalist is interested in covering where a FAM trip is not planned. A personalized experience is then developed to cater to the needs for coverage of the respective topic and crafted to highlight the niche, with opportunities to gather content, as well as information from interviews and experiences for the resulting coverage.

All hosted visits are made possible through the support of on-Island partners and the media coverage, in turn, is mutually beneficial for the partner whom hosts, and is featured, as well as the broader promotion of tourism to the Island.

When the attendees are secured, you will be notified. However, we would first like to best understand what you are willing to provide, to approach you accordingly, if you would like to work alongside Discover Puerto Rico for these group FAMs and/or one-off opportunities. These include lodging, on property meals and activities, tours, and any “plus up” ideas such as goodie bag items, etc.

- **Lodging** – Discover Puerto Rico primarily hosts media on the Island for a three-night period. Lodging, in turn, becomes a major aspect of the experience, as the prime meeting location and where a significant amount of time is spent. Being the key lodging partner for a FAM trip results in an opportunity to feature the property and its amenities in the resulting coverage and/or social posts during.
- **Activities** – Authentic experiences are one of the strongest attractors for prospective travelers when planning to visit a destination. Activities on the Island are especially critical to create an authentic experience given Puerto Rico offers many unique activities in the realm of nature/culture, which are special to the Island. When the respective activities experienced on a trip are then included in a story, writers direct their readers to the places they have experienced, and consider those activities/hosts for future articles, as well. This can be anything from adventure activities, to cultural experiences and spa treatments.
- **Meals** – As an aspect of travel that drives visitation and is highly visual, cuisine plays an equally important role in the Island’s authenticity and a growing space that is proven to inspire travel. By hosting a meal for a press and/or influencer group and/or individual, it provides the establishment with the opportunity to be featured and recommended.

- **Goodie Bag Materials** – Goodie bags are provided as a welcome gift once the guests arrive and settle into their lodging. Dependent on the respective focus of the trip, the goodie bag may be crafted to highlight that topic. Including local items for the trip attendees increases awareness for the company/product and drives consideration for coverage. Discover Puerto Rico can review items your business wishes to provide as there are a variety of trips and areas of focus throughout the year.

We have a robust plan when it comes to group [FAMs and one-off opportunities](#), and would like for all partners interested to fill our online form by clicking [here](#). Deadline for all partners to submit the online form is Tuesday, February 11th.

Once we gather all the information, we will contact you directly to start coordinating trip logistics. In the meantime, the following visits have been solidified, or are in the planning phase. Full description of the trip along with its sample media have been included within the form. Although some are set in advance, additional opportunities present themselves often. When additional trips are added to our lineup, you will be notified should you wish to collaborate with Discover Puerto Rico.

If you have any questions related to target media and/or trip theme, please contact Ingrid.Rosa@ketchum.com. For all questions related to property offerings, tours, etc., please contact DPR's Communications Manager, Davelyn.Tardi@discoverpuertorico.com.

Group FAM Trips

Puerto Rico Open | Feb. 18 – 21
West Coast | Feb. 27 – Mar. 1
El Distrito | March TBD
Carnival Cruises x DPR | Mar. 26 – 29
Vieques and Culebra | April TBD
Blank Canvas | Apr. 9 – 12
Tales of the Cocktail | Apr. 19 – 22
MLB Series Marlins vs. Mets | Apr. 28 – 30
Brand USA Media Forum | April TBD
Spirit Airlines Influencer Summit | Early June
PR Restaurant Week | June TBD
Cabo Rojo Pride | June TBD
Noche de San Juan | June 21 – 24

One Off-Trips

Ironman 7.3 Puerto Rico | Mar. 13 – 16
Afro Nation Puerto Rico 2020 | Mar. 18 – 21
Aniversario de la Salsa | June 12 – 15
Ben Higgins (The Bachelor) | June TBD

Regards,
Xiomara Rodriguez
Directora de Comunicaciones
Discover Puerto Rico