



## DISCOVER PUERTO RICO PUBLISHES THEIR 2019-2020 ANNUAL REPORT

**San Juan, Puerto Rico-** Discover Puerto Rico published their 2019-20 annual report, as part of their commitment to transparency. The annual report includes relevant information on how the DMO has invested funds during their second fiscal year, spurring growth in the economy through the tourism sector despite a challenging year for the Island.

“As we review the progress made in the second year of your DMO, Discover Puerto Rico, I am proud to report that together, we are accomplishing great things. Despite investing significantly less than many of our competitors, we delivered a high return-on-investment and significant improvements to our destination brand health. This contributed to record growth in tourism economic impact, tax collections and employment seen throughout 2019,” expressed Brad Dean, CEO of Discover Puerto Rico.

Puerto Rico’s Destination Marketing Organization prioritizes efficiency and results through effective sales and marketing, while limiting the resources used for operations, overhead and administrative costs. The DMO positively impacts the economy of Puerto Rico by increasing the number of visitors, as well as their length of stay, average daily spend and visitation throughout the destination. While seeing an increase in the amount of jobs the tourism sector impacts directly and indirectly, reaching over 86,000 jobs. Also, it has enhanced and protected the brand health of Puerto Rico through highly effective marketing targeting key consumer segments, as well as generating positive earned media coverage.

Discover Puerto Rico is committed to the success of the Island and continues to operate an inclusive, agile, collaborative, innovative, results-oriented and transparent organization. The annual report discusses in detail the financial aspects of the organization, how research is used to drive marketing and sales efforts.

“Our talented team at Discover Puerto Rico is determined to work with our partners in the public and private sectors to lead the post COVID-19 tourism recovery. We nurture a culture that is strategic, innovative and opportunistic, and look to the future with optimism. We are on a mission to transform the Island’s visitor economy, accelerate our economic recovery, and position Puerto Rico as a global destination, where all travelers are welcomed, appreciated and invited to enjoy world-class experiences,” finalized Dean.

The full annual report for 2019-2020 is available in [English](#) and [Spanish](#), on the DMO’s industry portal, [DiscoverPuertoRico.com/industry](https://DiscoverPuertoRico.com/industry). This portal also includes 1,700+ documents, including contracts, RFPs, meeting minutes, financial statements, budgets, research, analysis and presentations.

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### **About Discover Puerto Rico**

Discover Puerto Rico is an 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 brings 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 collaboratively with key local governmental and non-governmental players throughout Puerto Rico's visitor economy and community at large, to empower economic growth. You can visit us at [DiscoverPuertoRico.com](https://DiscoverPuertoRico.com).

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