



## **Discover Puerto Rico and the Puerto Rico Chamber of Commerce enter into a collaboration agreement**

**San Juan, Puerto Rico, September 1, 2020-** In order to create new alliances with local organizations, bridging sectors of the economy, Discover Puerto Rico (DPR) and the Puerto Rico Chamber of Commerce (PRCC) signed a collaboration agreement. The organizations will work together to spread the message of efforts being carried out, strengthening each other as links in the same economic chain.

“Since Discover Puerto Rico opened, as the Destination Marketing Organization (DMO), the Chamber of Commerce has been a strong ally. We are honored to formally establish a collaboration agreement, allowing us to reach out to the members of the organization and provide a bridge to the tourism industry. Now more than ever, we must work together to restore business activity and stimulate rapid economic performance,” expressed Brad Dean, CEO of Discover Puerto Rico.

As part of this agreement, Discover Puerto Rico will provide members of the Chamber of Commerce access to the best tools to promote their businesses digitally, through presentations and/or workshops. Likewise, members will have access to Discover Puerto Rico’s extensive archive of images and videos to assist in the marketing and promotion of small and medium businesses. Organizations will share in their respective annual events, relevant information and content, and at the same time informative capsules will be recorded together to discuss the impact of tourism on the local economy.

“For years the Puerto Rico Chamber of Commerce has supported the tourism industry and the visitor economy due to the important role they play in our economy. At a time when tourism has been significantly impacted by the pandemic, it is of utmost importance to reinforce that support for the Puerto Rico tourism sector. This agreement with the DMO reaffirms our commitment to the tourism industry and the sectors that support it,” said Juan Carlos Agosto Martínez, president of the Puerto Rico Chamber of Commerce.

Dean emphasized that, "We will work together to educate the general population about the importance of tourism for Puerto Rico, the importance of promoting our destination efficiently and the potential that this represents for the general economy of the Island."

During the signing of this collaboration the following executives were present, Brad Dean, CEO of DPR; Karen Mojica, Director of Engagement of DPR; Juan Carlos Agosto Martínez, president of PRCC; Miguel Vargas Jiménez, executive director of PRCC; Lcda. Wanda Pérez-Álvarez, director of Legal and Legislative Services of PRCC, y Clarisa Jiménez-Mayoral, president of the Tourism Committee of PRCC and president of the Puerto Rico Hotel & Tourism Association.

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