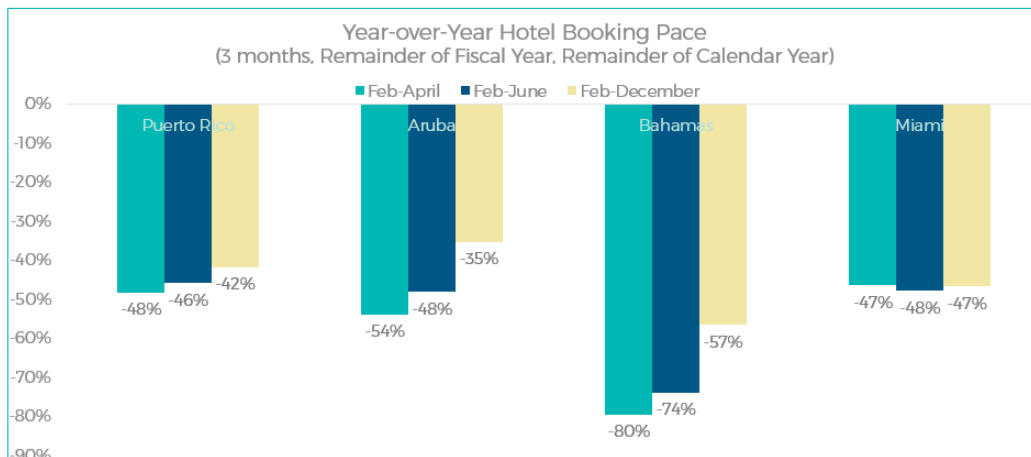




Research Update- February 19th,2021

As detailed in Wednesday’s Industry Update from Discover Puerto Rico, the booking pace has picked up considerably in recent weeks. Currently, Puerto Rico’s booking pace is faring better than much of the competitive set in both the short-term and long-term outlook. Data from TravelClick with bookings as of February 7 shows that the booking pace through April is 48% off a year ago, better than other Caribbean competitors. Through the end of the fiscal year in June, Puerto Rico bookings outpace all competitors in the small comp set. And when looking out through the rest of the calendar year, only Aruba is booking faster than Puerto Rico.

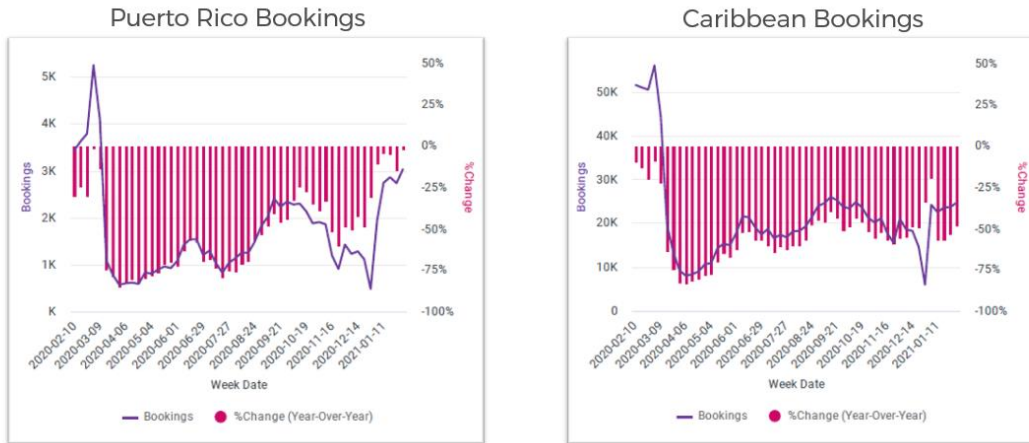
COMPTITIVE BOOKING PACE
Pacing better than much of comp set



This strong booking pace is confirmed by data from Adara, which looks at online search and booking activity. Currently, Puerto Rico is booking less than 10% off a year ago when Caribbean competitors remain more than 50% off the booking pace from a year ago. Notable here is that the

timeframe against which the year-over-year change is being compared was in the aftermath of the January 2020 earthquakes in Puerto Rico.

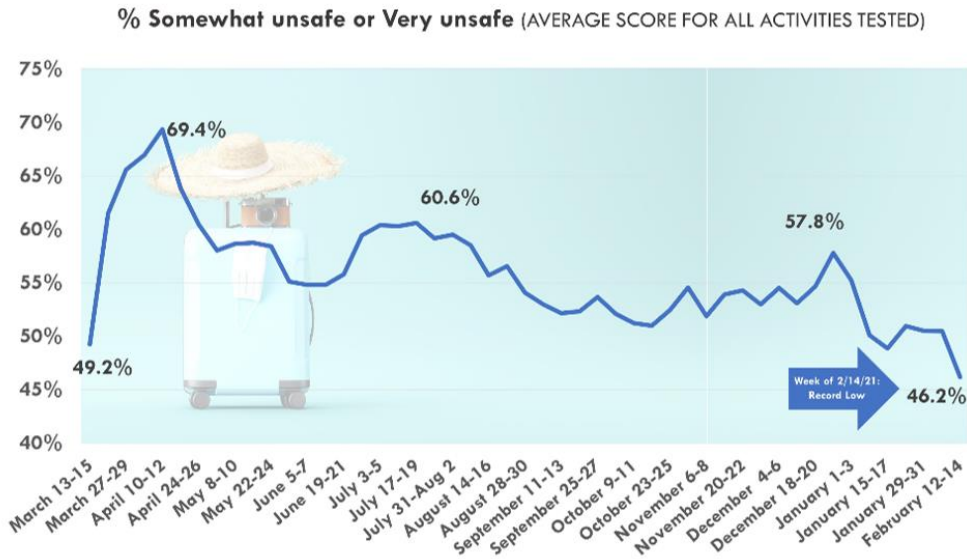
PR BOOKINGS PICK UP & STAY UP Rest of Caribbean considerably off PR pace



But the increase in booking pace aligns with improving consumer sentiment. In the Destination Analysts' weekly Coronavirus Travel Sentiment Report fielded February 12-14, perceptions of travel activities as unsafe are at a pandemic low, with less than half perceiving travel as unsafe for the first time since March last year. The report shows, "About 60% of American travelers feel at least somewhat confident they can travel safely in the current environment, and those who would have travel guilt has declined to 44.0% from a recent peak of 54.6% the week of December 14th. Now 58.5% are in a travel readiness state of mind."

PERCEPTION OF TRAVEL AS UNSAFE

Activities as unsafe are at a pandemic low



To understand what this travel readiness state of mind means to consumers, Destination Analysts broadcast a small focus group with consumers who are considering travel. Included in this group was a participant, Geoffrey from Florida whose wife is in the Puerto Rico diaspora. He intends for a trip to Puerto Rico to be his first air travel.

In preparation for the discussion, the participants were asked to review Destination Marketing Organizations' websites and marketing. With that, the recording of the group provides feedback on Discover Puerto Rico's website as well as in-house produced marketing messages.

About www.discoverpuertorico.com, Geoffrey says, "I love the website. I love how they broke it down by region. It was very easy for someone who has never been there to see what Puerto Rico is." And about the marketing content, he says, "the video was my favorite part of it. It really got you engaged in Puerto Rico in a way that I think people who don't speak Spanish won't feel intimidated. I'm curious to see if they continue with the series [Sounds Like Puerto Rico] because it was really interesting."

To access a recording of the group and see what more Geoffrey has to say about Discover Puerto Rico's marketing, [visit the Destination Analysts webinar presentation](#).

FOCUS GROUP WITH U.S. TRAVELERS

Participant intends Puerto Rico visit on next air trip



CHERYLE
Dallas, TX

COURTNEY
San Francisco, CA

GEOFFREY
Land O' Lakes, FL

MARK
Studio City, CA

MELODY
Loganville, GA