



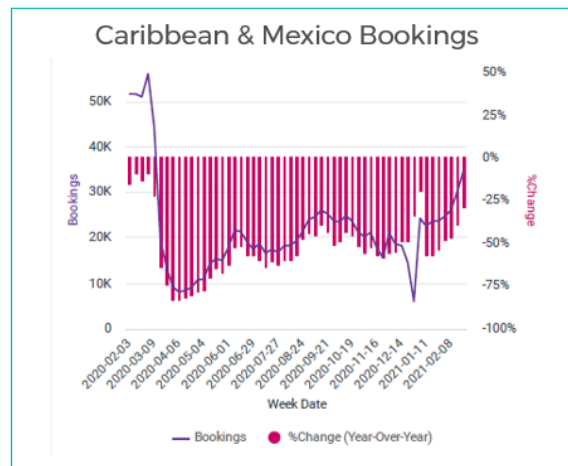
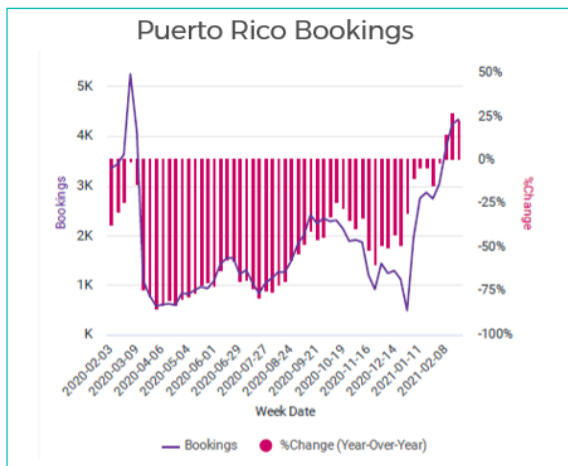
## Research Update– March 9,2021

Puerto Rico’s tourism industry sustained a far faster and more severe impact from COVID-19 than much of the rest of the U.S. However, current research points to a quick climb into recovery. Discover Puerto Rico’s data partner Adara tracks online search and booking activity. Since the beginning of 2021, bookings have not only skyrocketed but are seeing year-over-year increases.

While these year-over-year increases are anticipated starting in mid-March when COVID shut down the industry in 2020, Puerto Rico is uniquely positioned to be seeing these kinds of increases in January. While Puerto Rico bookings are up nearly 25% from a year ago, the rest of the Caribbean and Mexico continues to book 25% *below* a year ago while the rest of the United States books 40% below the same time in 2020.

## SUSTAINED YOY INCREASE IN BOOKINGS

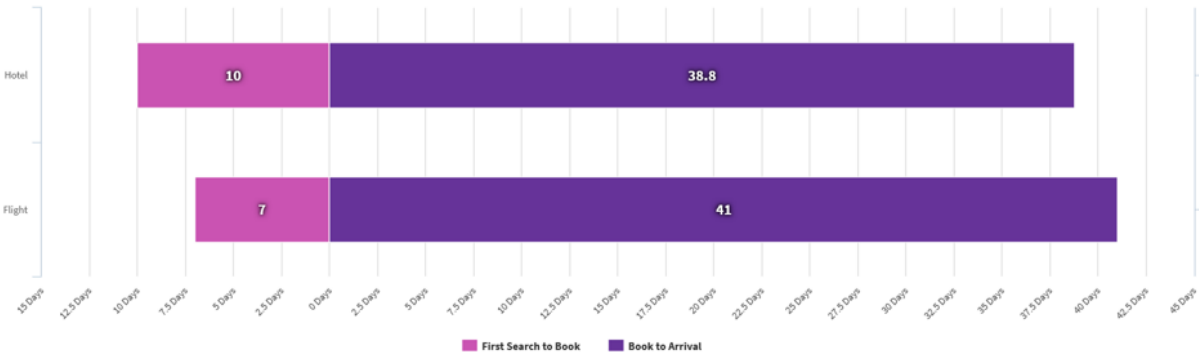
Competitors continue to be down 25% or more



With the use of funds from the CARES Act, Discover Puerto Rico began placing paid media in January. Again, Adara data tracks consumers who see the advertising and then book a flight and/or hotel. Since the beginning of the year, Adara estimates that Discover Puerto Rico advertising has generated more than \$112 million in hotel bookings. Visitors exposed to Discover Puerto Rico media are booking, on average, about 40 days out from arrival.

# VISITOR TRIP PLANNING WINDOW

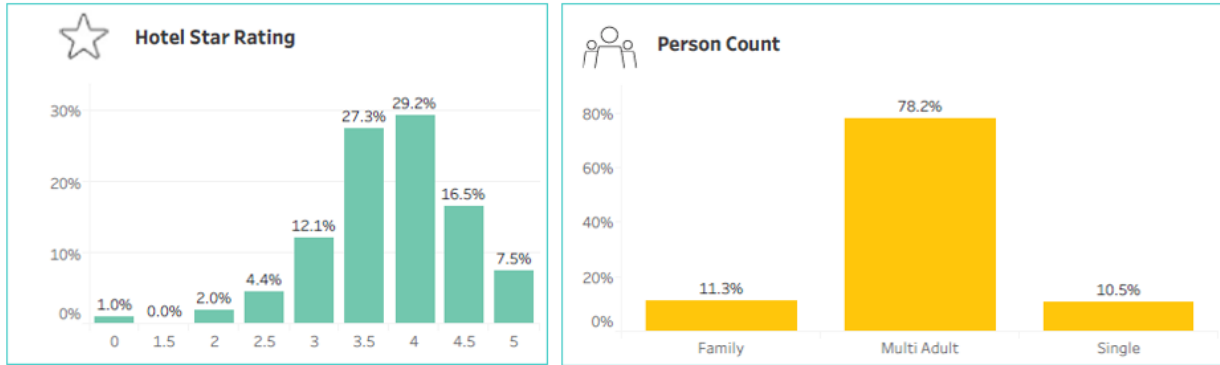
## Consumers booking about 40 days out from trip



With paid media now in place, Discover Puerto Rico is able to target potential visitors. Adara’s booking data shows that more than 60% of the bookings since the beginning of the year have been by households with an annual income over \$100,000. Similarly, more than 53% of consumers seeing recent Discover Puerto Rico advertising through Expedia Group booked a 4-star hotel or higher.

# TARGETED VISITOR PROFILE

## More than 53% choosing 4-star hotel or higher



Finally, this week marks a year since Discover Puerto Rico’s research partners started evaluating what impact the Coronavirus might have on the travel industry. None anticipated continuing to provide weekly or bi-weekly data a full year later. Destination Analysts’ President & CEO Erin Francis Cummings said this year has shown “how critical reliable tourism research and data are to the health of the travel industry.” So it is with relief and optimism that Longwoods International’s Travel Sentiment Survey fielded March 3, 2021 shows 84% of U.S. consumers have travel plans in the next six months, nearly back to pre-pandemic levels.

# TRAVEL PLANS IN NEXT SIX MONTHS

## Nearly back to pre-pandemic planning

