



Discover Puerto Rico is Paving the Way to the Recovery of the Tourism Sector

San Juan, Puerto Rico, March 19, 2021- When Puerto Rico effectively closed due to the COVID-19 pandemic, Discover Puerto Rico chose an approach different from many other destinations. The team of the official Destination Marketing Organization (DMO) of the Island worked to keep the destination top of mind, laying the foundation for recovery when the time was right. Building on that foundation, the DMO will soon release a future-looking, results-driven, data-led roadmap, guiding the Puerto Rico tourism industry's path forward.

"Since the beginning we chose to be transparent with planners, advisors and consumers, providing a wealth of relevant information, seeking to be the trusted resource for accurate, timely information. We chose not to be silent and invisible with our marketing, as many destination marketers did. Instead, we committed to innovatively keep our tourism brand top-of-mind with planners, advisors and consumers, consistently delivering a healthy balance of information and inspiration. We also, cut back on every non-essential expense so we could conserve our resources for when they would be most impactful, and instead relied heavily upon earned media, owned channels and virtual promotion. Most importantly we chose to lean into key relationships, focusing on staying in contact with clients, consortia, travel advisors and strategic partners. And, while others pushed the pause button on their sales efforts, we doubled down on our leisure sales efforts and meeting and convention sales efforts, finding creative ways to engage partners and remind planners and travel advisors what awaits them when tourism reopens," expressed Brad Dean, CEO of Discover Puerto Rico.

Adara, the data partner which monitors online search and booking activity for destinations, shows significant movement in bookings at the beginning of the year when Discover Puerto Rico was able to begin placing media with CARES Act dollars. Adara also shows that the trips consumers are booking now are for trips that will be occurring in about 40 days, arriving well into April and May. In the first two months of the CARES Act media, Adara estimates that the Island's DMO advertising has generated more than \$112 million in hotel bookings. With the paid media now in place, Discover Puerto Rico is targeting potential visitors, and the 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. More than 53% of consumers seeing recent advertising through Expedia Group booked a 4-star hotel or higher.

While other destinations are seeing increases in bookings, no one else is seeing the kind of year-over-year increases that Puerto Rico is seeing. Both hotels and rentals are booking far better than the rest of the competitive set through the rest of the fiscal year. Hotel bookings through the end of June are 18% lower than they were a year ago. Though the hotel market has picked up considerably, the rental market in Puerto Rico continues to outperform other destinations. The current year-over-year growth is unprecedented. Rental bookings through the end of June are 82% higher than where they were a year ago, while competitors continue to see year-over-year losses.

The CMO of Discover Puerto Rico, Leah Chandler, noted that Discover Puerto Rico will soon release "The Great Recovery: A Playbook," addressing how the DMO's early actions at the start of the pandemic helped manage disruption and mitigate COVID-19's impact on the tourism industry –nimble steering the destination from restoration, to rebound, to rising above expectations for 2021 and beyond. This document examines how the DMO's proactive approach- acting quickly and decisively during a period of turbulent uncertainty – and approaching all strategic decisions with a "recovery mindset" has positioned the Island to rebound.

Contact: Anamari Caratini, Public Affairs Director
787-402-0329 | Anamari.caratini@discoverpuertorico.com



“We remain confident that 2021 will be a year of recovery for all of us. “The Great Recovery” Playbook will guide our industry forward, beyond only recovering but growing and rising even higher than the previous highwater marks established by Discover Puerto Rico,” Chandler stated.

Discover Puerto Rico, together with Ketchum, Miles Partnership, and R&R Partners, will host a webinar to present in detail “The Great Recovery: A Playbook”, which will take place on Tuesday, March 30th at 10:00AM. You can register through this link: <https://fal.cn/3e7OY>.

###