



American Society of Travel Advisors Kicks Off Global Convention in San Juan

Discover Puerto Rico will serve as host of the event that will run through Thursday.

San Juan, Puerto Rico, May 1, 2023 – Over 1,000 travel advisors will arrive today at the Puerto Rico Convention Center for the opening of the American Society of Travel Advisors (ASTA) Global Convention, where some of the current issues associated with the tourism industry will be discussed, and the attractions of the Island for travelers will be showcased.

Discover Puerto Rico closely collaborated with this event that will run through Thursday, May 4, and will include special sessions on the usage of artificial intelligence in the industry, efforts to advocate for tourism in the U.S. capital, workshops for small businesses, and the latest trends in travel.

Participants will also have tours of areas of tourist interest, such as El Yunque, Old San Juan, Loíza, and Ponce, and experiences on the coast on a catamaran. The initiative is aligned with Discover Puerto Rico's efforts to keep Puerto Rican attractions fresh in the minds of travelers and travel advisors.

"This convention not only supports the professionals who serve as the engine of the travel industry but allows us to showcase our attractions. We know that once they visit and have a Puerto Rican experience, they will become ambassadors of our destination," said Brad Dean, Chief Executive Officer of Discover Puerto Rico.

"Many people returned to their relationship with travel advisors. They offer an experience that travelers value. We also value that experience and want Puerto Rico always to be an option they can recommend. That's why we want them to see first-hand our attractions, eat our food, enjoy our cocktails, dance to our music, and have an authentic experience that they can recommend to their customers," said Ed Carey, Chief Sales Officer of Discover Puerto Rico.

Over 30,000 travel advisors have taken Discover Puerto Rico courses and completed a certification on Puerto Rico as a destination. Discover Puerto Rico also has a rewards program that benefits those advisors who generate, among their clients, more trips to the Island. These efforts complement the marketing initiatives that have stimulated demand for travel to Puerto Rico to the point that in the last two years, new records of visitors, revenue from accommodations, and jobs created, among other lines, have been achieved.

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