



Discover Puerto Rico ratifies hotelier Raúl Bustamante as president of the Board of Directors

The executive has held the position on an interim basis since May

San Juan, Puerto Rico, 24 de junio de 2025 - The Board of Directors of Discover Puerto Rico ratified the continuation of hotelier Raúl Bustamante as president of the governing entity, a position he has championed on an interim basis since May.

The board also selected Federico Stubbe Jr., CEO of PRISA Group, as vice president of the Board tasked to guide Puerto Rico's marketing efforts as a destination for leisure travel, business, events, and conventions. Jorge Hernández, CEO of Aerostar Airport Holdings, will serve as treasurer.

“This new composition of the Board of Directors is an important step toward leading a new era for Discover Puerto Rico that extends the growth achieved in recent years, creating more than 20,000 net new jobs,” Bustamante said. “This is a group of industry leaders committed to placing Puerto Rican tourism in the place it deserves on the global stage and strengthening the Puerto Rican economy by attracting visitors. The talent and professionalism of Discover Puerto Rico's members guarantee sustained growth.”

Bustamante, a prominent figure in Puerto Rico’s hotel industry since the 1980s, brings a wealth of experience to his new role. His recent positions include Vice President of the Board of Directors of Discover Puerto Rico and a member of the Board of Directors of the Tourism Company. He also serves as President of the Board of Directors of the Puerto Rico Hotel and Tourism Association and as the General Manager of the Royal Sonesta San Juan Hotel in Isla Verde.

The Board of Directors is actively working to fill the vacant positions for Chief Executive Officer (CEO) and Chief Marketing Officer (CMO). Additionally, the Board is focused on securing recurring funding for the organization and extending its contract with the Tourism Company.

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