



Discover Puerto Rico Showcases the Island as a Destination for Events and Conventions at IMEX America 2025

The destination marketing organization introduces its new CEO during the trade show in Las Vegas and showcases Puerto Rico's success as a venue for events and concerts

LAS VEGAS, Nevada, October 7, 2025 - Alongside sixteen companies and organizations associated with Puerto Rican tourism, Discover Puerto Rico launched its exhibition today at IMEX America 2025, the largest and most attended global conference in the meetings, incentives, travel, conventions, and events (MICE) market.

The delegation's mission is to showcase Puerto Rico's capacity to host conventions and large-scale events, including the concert series that filled the Puerto Rico Coliseum between July and September, which boosted Puerto Rican tourism to record levels and virtually eliminated the decline in demand typical for this time of year.

“What better example of what Puerto Rico has to offer event and convention planners than our successful record in managing global-caliber events, including the impressive concert series we hosted at the Puerto Rico Coliseum. We have the talent, facilities, experience, and logistics to meet the needs of any event and convention planner. We come here to share our success story, attract business to our industry, and help create more and better business opportunities and jobs for our people,” said Jorge L. Pérez, CEO of Discover Puerto Rico, the island’s official destination marketing organization.

During the 2024-2025 fiscal year, Discover Puerto Rico’s efforts in the events and convention market generated an economic impact of \$165 million for Puerto Rico’s economy. This includes a demand for 257,496 room nights from event participants in Puerto Rico. The success in the first quarter of the fiscal year was even greater, generating 170,275 room nights in just three months.

Puerto Rico currently hosts a busy lineup of world-class events. In 2026, Puerto Rico will host the World Baseball Classic, the Miss Universe 2026 pageant, SITE Classic, and the PCMA EduCon.

During the promotion in Las Vegas, Discover Puerto Rico celebrated Puerto Rican history by recreating an old coffee plantation in its exhibit and highlighting aspects of Puerto Rican culture, including agricultural, hospitality, and culinary traditions, among others. This is one of over 180 promotional events in which Discover Puerto Rico participates each year as an exhibitor or through sales efforts.



Among the coffee samples and destination information, over 350 business meetings were scheduled with event planners, incentive travel program managers, suppliers, and potential clients. They were supported by Discover Puerto Rico's MICE sales team and representatives from the Puerto Rican tourism industry.

The promotional effort also involved interviews with media outlets focused on the events and conventions industry, joint events with the Global Society for Incentive Travel Excellence (SITE Global), and networking activities.

The Puerto Rican delegation included staff from the Puerto Rico Convention Center, the Verdanza Hotel, Sheraton Puerto Rico Resort & Casino, Hyatt Regency Grand Reserve, The Condado Collection, El Conquistador Resort, Caribe Hilton, Wyndham Grand Rio Mar Rainforest Beach and Golf Resort, El Conquistador Resort, San Juan Marriott Resort & Stellaris Casino, Interactive DMC Puerto Rico, Casa Bacardí, RST Destination Management, Group Service Inc., Castillo Destination Management, and Destination Puerto Rico Travel Services.

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Contacto: ricardo.cortes@discoverpuertorico.com / janid.ortiz@discoverpuertorico.com