



DISCOVER
Puerto Rico

**Sales & Revenue
Advisory Committee
& PRCC Citywide
Partners Meeting**

MARCH 4, 2025

Agenda

- 01 PRCC CITYWIDE PARTNERS MEETING
- 02 CALL TO ORDER & INTRODUCTION
- 03 ADVISORY COMMITTEE LEADER
- 04 SALES OVERVIEW
- 05 GROUP SALES PERFORMANCE

Agenda

- 06 GROUP MARKETING UPDATE
- 07 LEISURE UPDATE
- 08 GROUP DISCUSSION
- 09 CLOSING REMARKS
- 10 RECEPTION



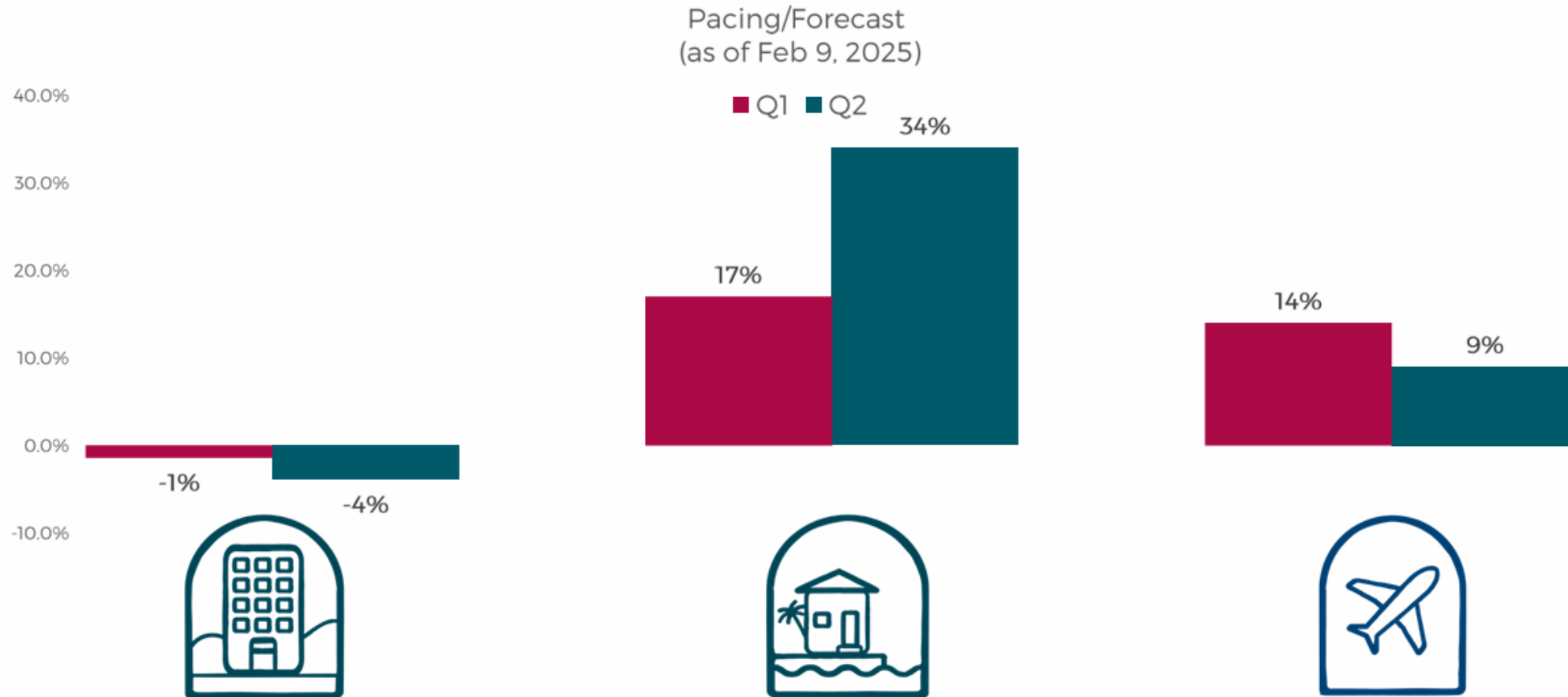
PRCC Sales Performance

JACQUELINE ROSA
DIRECTOR OF CONVENTION SALES STRATEGY



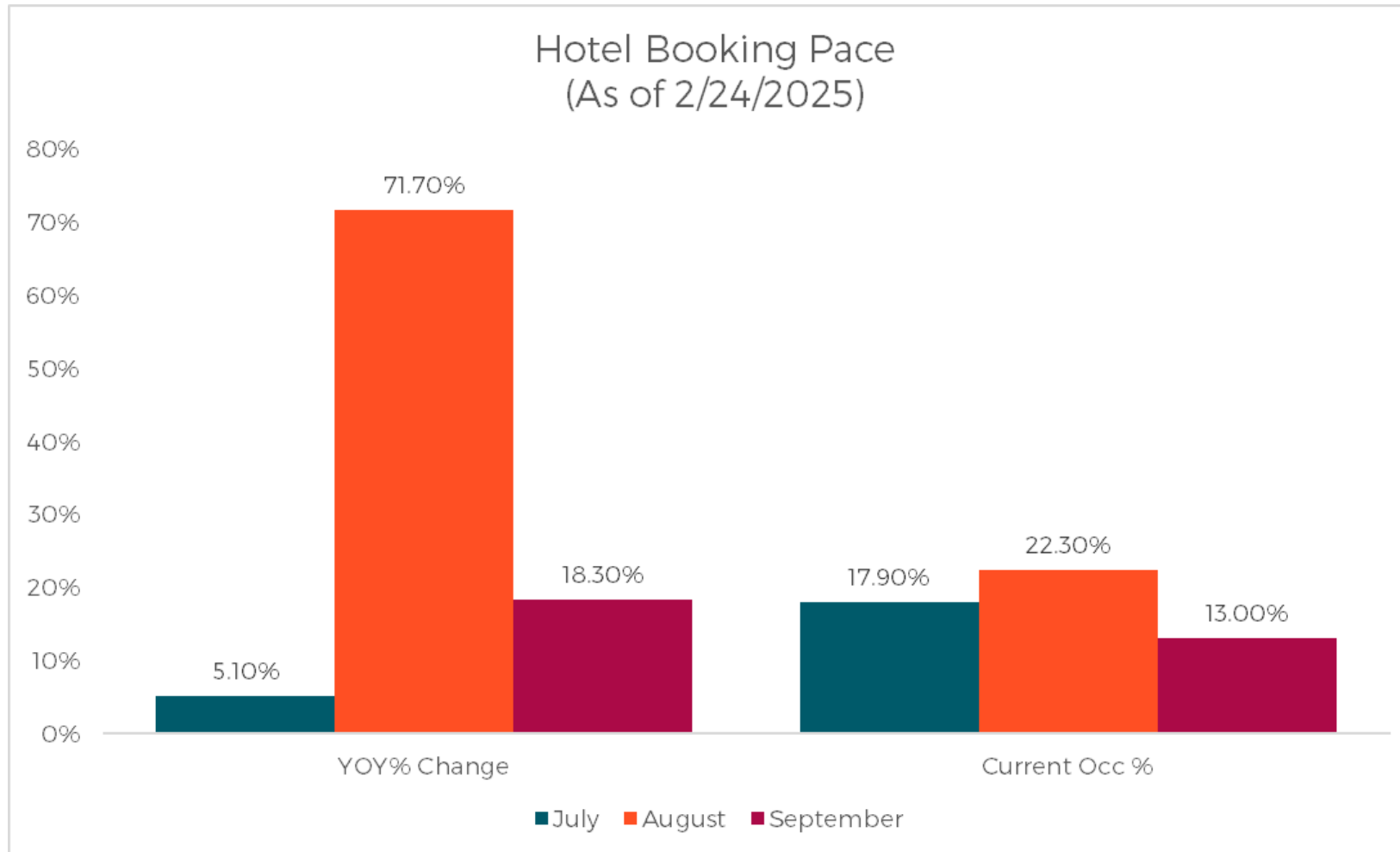
6-MONTH BOOKING PACE OUTLOOK

RESERVATIONS PACE AS OF FEBRUARY 9, 2025 YOY% HOTEL OCC VS RENTAL NIGHTS



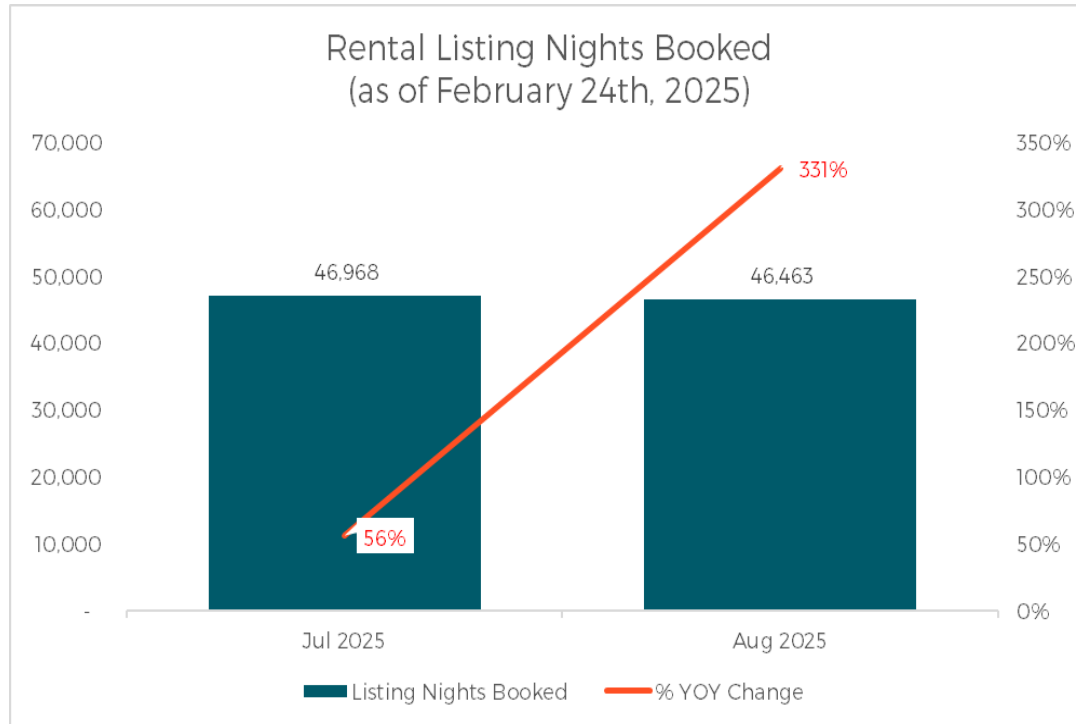
Q3 HOTEL BOOKING PACE

AS OF FEBRUARY 24, 2025 YOY% HOTEL OCC.



Q3 RENTAL BOOKING PACE

AS OF FEBRUARY 24, 2025 YOY%

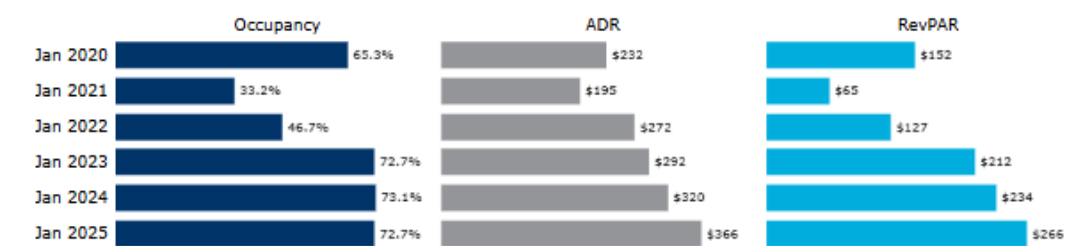


HOTEL PERFORMANCE SUMMARY

AS OF JANUARY 2025

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	72.7%	\$366.45	\$266.32	492.8K	358.1K	\$131.2M
Change vs. Previous Year	▼ -0.5%	▲ 14.6%	▲ 13.8%	▲ 1.7%	▲ 1.0%	▲ 15.7%
YTD Calendar Year	72.7%	\$366.45	\$266.32	492.8K	358.1K	\$131.2M
YTD Change vs. Previous Year	▼ -0.6%	▲ 14.6%	▲ 13.8%	▲ 1.7%	▲ 1.0%	▲ 15.7%

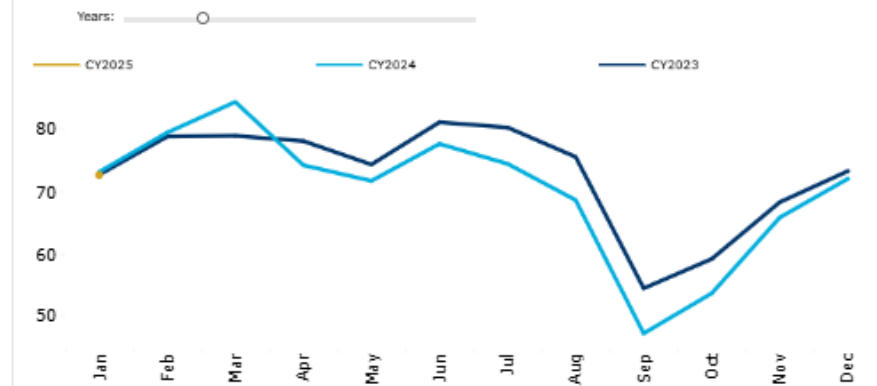
January Performance by Year



Last Six Months Performance



Occupancy YOY Comparison



Occupancy Long Term Trend



Source: STR



GROUP OPEN OPPORTUNITIES

AS OF FEBRUARY 24, 2025

Open Opportunities (Rooms) by Year & Month

Click to filter table and bar chart by month & year of event

Market Segment: All

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2025			29,302	37,928	20,217	8,083	43,232	5,594	34,530	27,546	17,031	8,015	231,478
2026	54,628	26,410	29,626	41,389	15,355	15,068	6,197	5,466	43,288	10,564	4,910	818	253,719
2027	16,703	9,953	7,302	14,625	11,772	3,348	2,644	1,710	5,537	12,464	2,854	850	89,762
2028	2,361	6,044	4,590	6,083	2,195	6,826	723	600		2,031	6,395	6,274	44,122
2029	7,179			3,394		600	5,530		1,945	1,279	1,500		21,427
2030	200					600	6,357				6,840		13,997
2031								6,250					6,250
2032											3,160		3,160

GROUP'S OTB

AS OF FEBRUARY 24, 2025

Definite & Postponed Definite Room Nights by Year & Month

Total room nights currently on the books by event date

+	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2018	3.9K	2.2K	5.8K	5.4K	5.5K	3.7K	4.7K	968	233	3.1K	7.7K	2.4K	45.4K
2019	4.7K	13.1K	9.6K	11.2K	4.3K	4.0K	2.0K	3.2K	2.5K	6.9K	6.4K	11.4K	79.3K
2020	12.8K	13.3K	7.5K	3.6K	833	1.2K	186			3.8K	125	172	43.6K
2021	13.4K	2.4K	4.9K	441	1.1K	4.3K	2.4K	3.0K	1.1K	3.0K	10.8K	6.7K	53.3K
2022	3.9K	4.9K	12.2K	15.0K	17.7K	11.6K	10.8K	2.2K	2.9K	24.1K	9.0K	7.8K	122.1K
2023	29.7K	16.0K	20.6K	10.7K	12.1K	16.5K	10.2K	7.0K	4.5K	8.2K	18.3K	7.1K	161.0K
2024	24.7K	16.5K	32.8K	22.4K	14.0K	8.8K	12.2K	3.9K	8.6K	11.0K	23.8K	14.2K	192.7K
2025	24.9K	26.7K	23.0K	19.1K	13.2K	7.0K	5.6K	2.5K	3.5K	14.0K	13.4K	3.7K	156.8K
2026	7.7K	14.8K	11.4K	14.6K	6.3K	1.8K	7.4K	3.6K		4.1K	7.2K		78.8K
2027	841	500	2.4K		1.3K	3.7K	3.5K	2.3K	270	1.1K	6.0K		21.9K
2028		1.3K	1.2K					3.6K					6.1K
2029			1.2K							1.1K			2.3K

Difference from avg. share of annual total rooms



GROUP'S OTB (METRO)

AS OF FEBRUARY 24, 2025

Definite & Postponed Definite Room Nights by Year & Month

Total room nights currently on the books by event date

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2018	3.9K	1.7K	5.8K	5.1K	5.5K	2.0K	4.7K	968	233	2.7K	5.8K	2.4K	40.5K
2019	3.4K	10.7K	8.2K	6.4K	3.4K	1.4K	1.9K	3.2K	2.5K	6.9K	4.2K	10.0K	62.2K
2020	10.2K	10.0K	7.4K	2.9K	833	1.2K				3.6K	125		36.2K
2021	13.3K	1.2K	2.8K	303	506	1.3K	1.2K	3.0K	448	1.3K	5.9K	6.5K	37.7K
2022	468	2.6K	8.9K	5.9K	8.1K	9.3K	10.8K	1.3K	2.7K	23.7K	8.3K	5.9K	87.9K
2023	20.7K	8.8K	12.5K	6.8K	8.2K	12.3K	7.4K	4.5K	3.9K	4.5K	13.0K	2.2K	104.6K
2024	16.5K	7.2K	20.2K	6.4K	9.8K	6.7K	11.1K	2.0K	7.8K	6.6K	18.0K	9.4K	121.7K
2025	15.8K	14.8K	11.3K	6.9K	6.8K	3.9K	3.9K		2.9K	9.9K	10.8K	3.6K	90.4K
2026	4.5K	9.7K	2.2K	9.8K	865	1.0K	7.4K	265		4.1K	7.2K		46.9K
2027	841	500				3.7K	3.5K		270	1.1K	3.0K		12.9K
2028		1.3K						3.6K					4.9K
2029										1.1K			1.1K

Difference from avg. share of annual total rooms



PRCC PRODUCTION YOY COMPARISON

2024 CALENDAR YEAR

118

Event Leads

▼ -13.2% YOY

306,662

Room Night Leads

▼ -8% YOY

658

Average Lead Peak

▲ 7.3 % YOY

2.5 yr.

Average Window

▲ 13.6 % YOY

23

Events Booked

▼ -20% YOY

36,138

Rooms Booked

▼ -16.5% YOY

301

Average Booked Peak

▲ 2.4% YOY

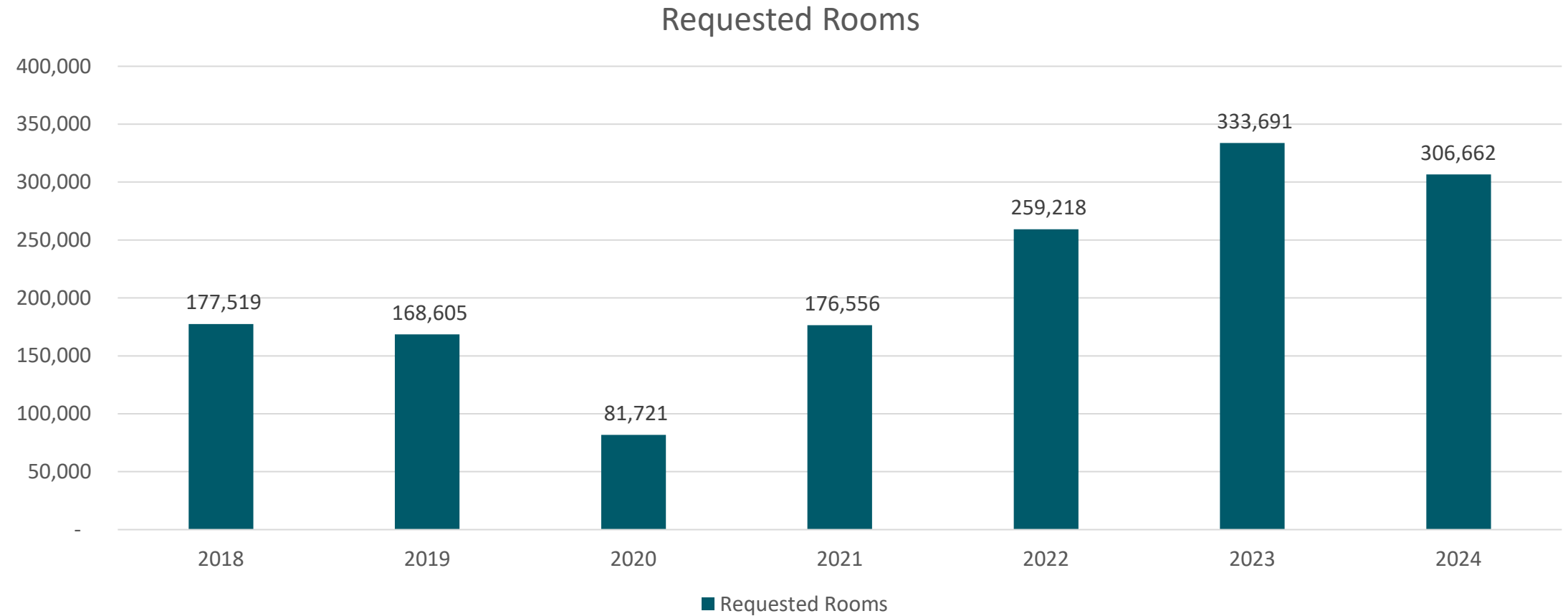
11.5 mo.

Average Window

▼ -4.2 % YOY

PRCC REQUESTED ROOM NIGHTS

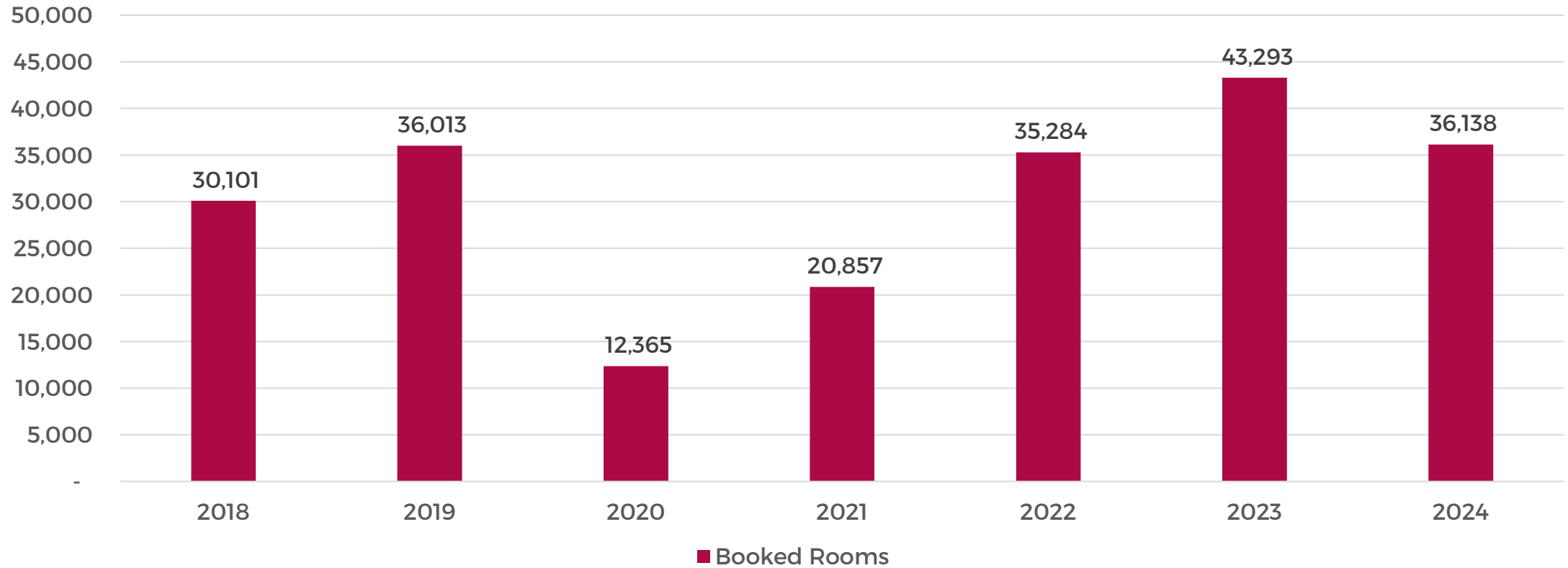
CALENDAR YEAR: JANUARY - DECEMBER 2024



PRCC BOOKED ROOM NIGHTS

CALENDAR YEAR: JANUARY - DECEMBER 2024

Booked Rooms



PRCC PRODUCTION YOY – COMPARISON

FISCAL YEAR 24-25 (JULY - DECEMBER 2024)

	December 2024	December 2023	Variance	FY 2024 -2025	FY 2023 - 2024	Variance
New Leads Generated and Room Nights Potential	1 2500	8 20,963	-87% -88%	51 105,142	66 157,734	-22.7% -33.3%
Definite Bookings	3	6	-50%	10	12	-16.7%
Booked Room Nights	4,180 <small>(20 were Added Rooms)</small>	17,513 <small>(4,361 were Added Rooms)</small>	-76.1%	14,673 <small>(628 were Added Rooms)</small>	29,824 <small>(5,152 were Added Rooms)</small>	-50.8%
Definite Booking Conversion	18.8%	26.1%	-28.1%	18.5%	17.6%	+4.9%

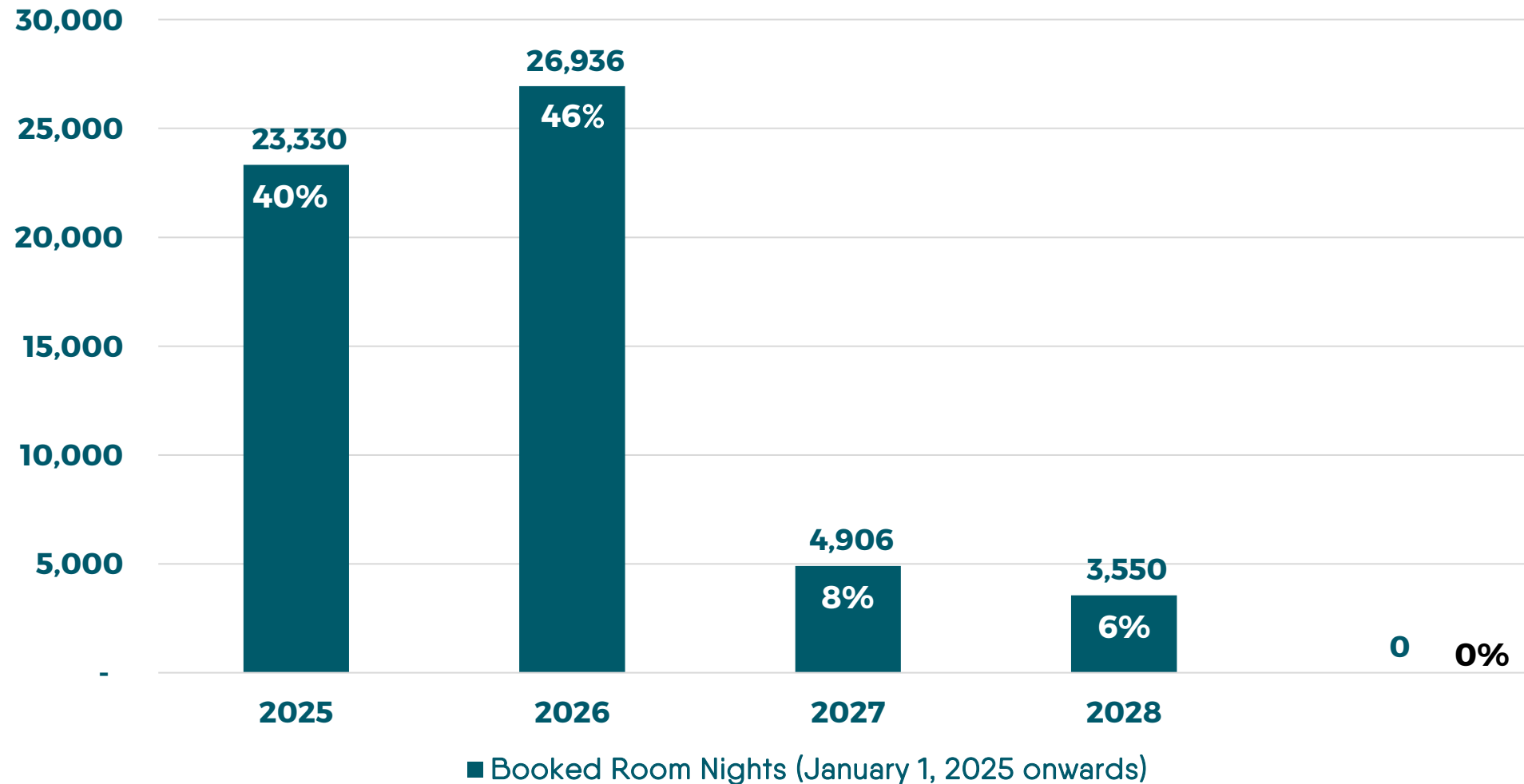
PRCC PRODUCTION YOY – COMPARISON

FISCAL YEAR 24-25 (JULY - FEBRUARY)

	February 2025	February 2024	Variance	FY 2024 -2025	FY 2023 - 2024	Variance
New Leads Generated and Room Nights Potential	6 11,309	16 59,965	-62.5% -81.1%	67 167,479	96 253,181	-30.2% -33.9%
Definite Bookings	4	2	+100%	14	10	0%
Booked Room Nights	9,672 <small>(3,957 were Added Rooms)</small>	5,360 <small>(1,190 were Added Rooms)</small>	+80%	29,590 <small>(4,725 were Added Rooms)</small>	35,184 <small>(6,342 were Added Rooms)</small>	-15.9%
Definite Booking Conversion	28.6%	16.7%	+71.4%	18.2%	16.1%	+13%

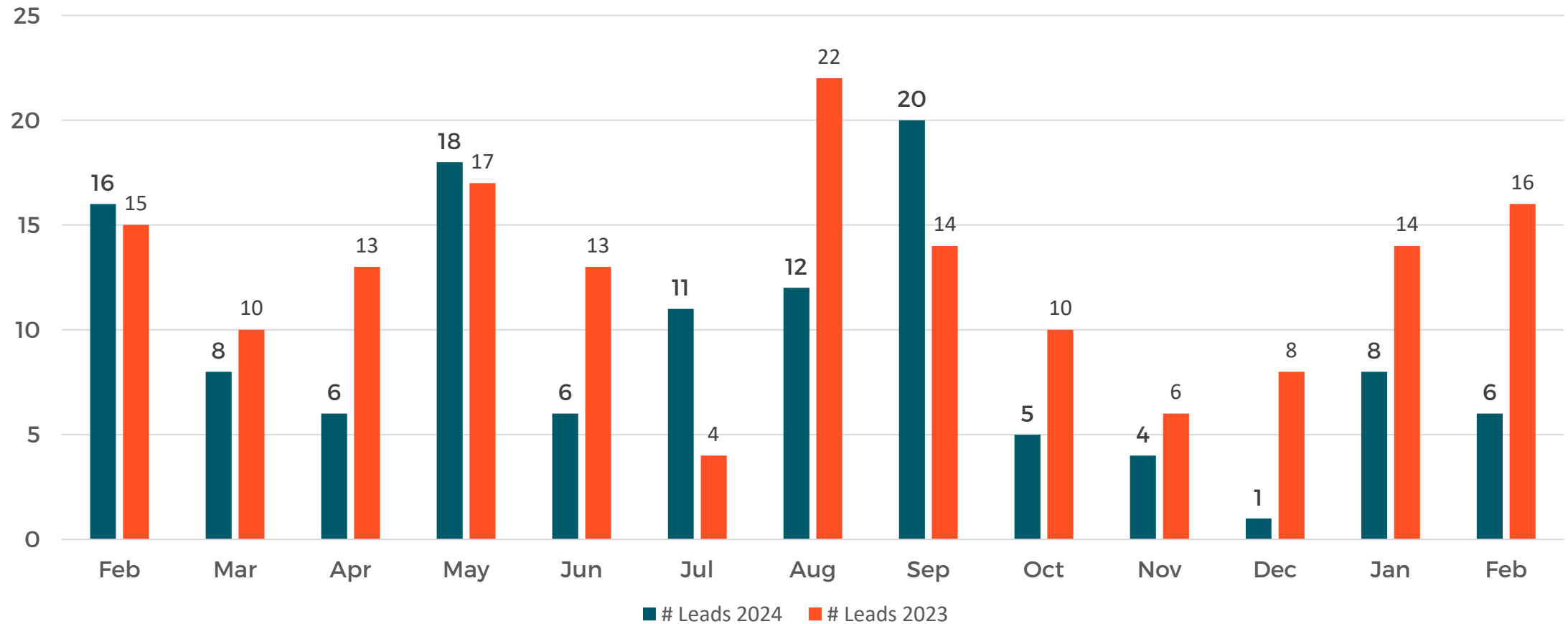
PRCC BOOKED RNS OTB BY YEAR

58,722 = \$58.6 MILLION IN LOCAL ECONOMIC IMPACT



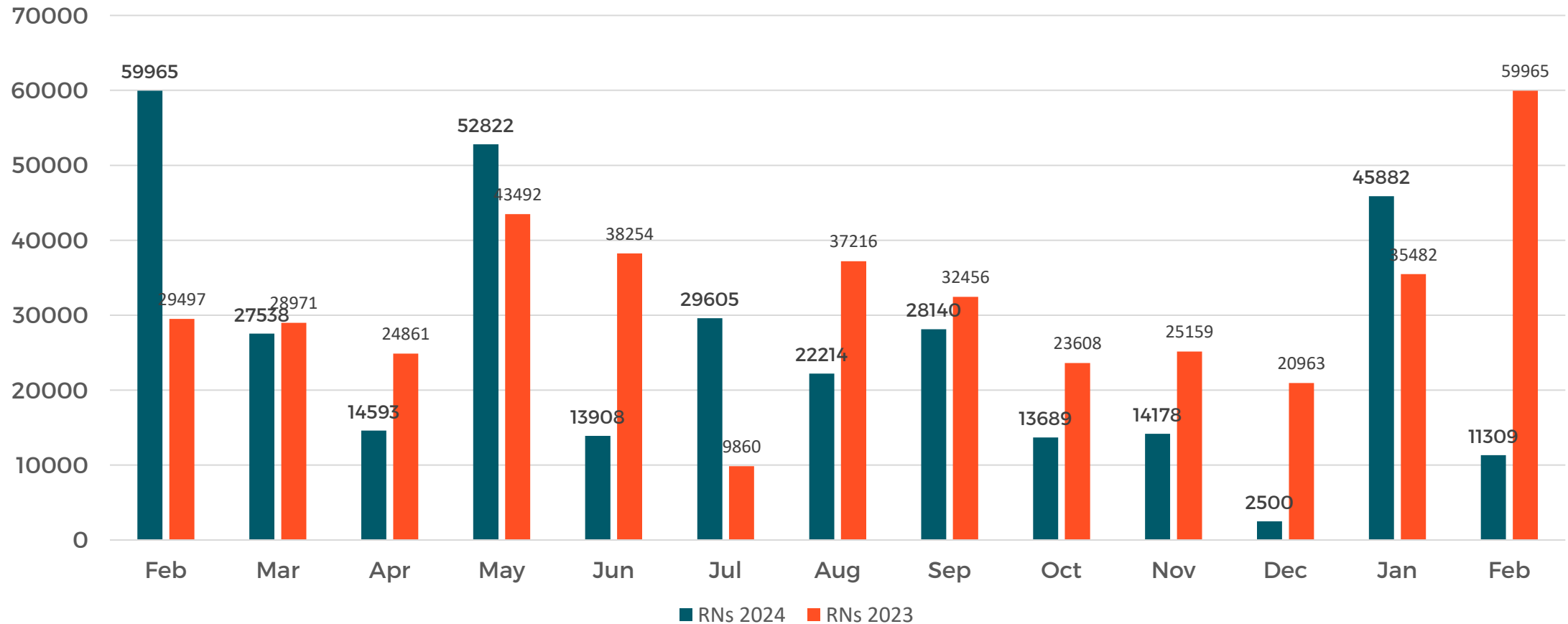
PRCC # LEADS BY MONTH VS STLY

ROLLING 12 MONTHS (FEBRUARY - FEBRUARY)



PRCC REQUESTED RNS BY MONTH VS STLY

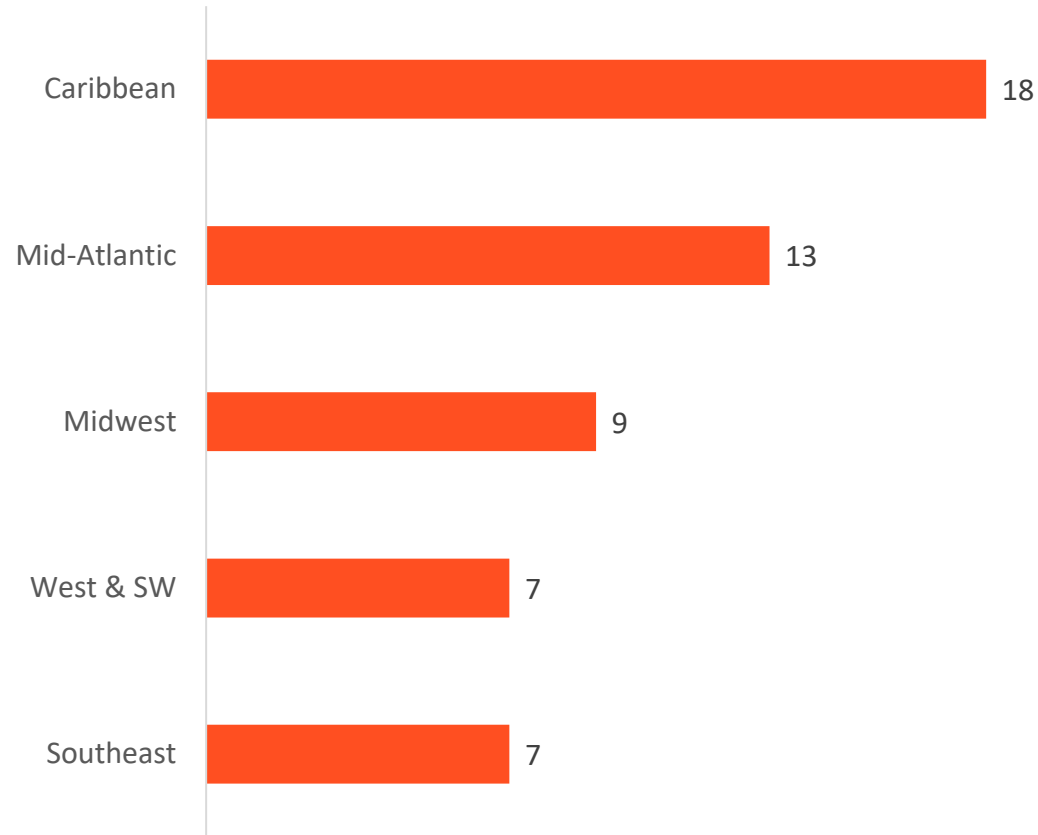
ROLLING 12 MONTHS (FEBRUARY - FEBRUARY)



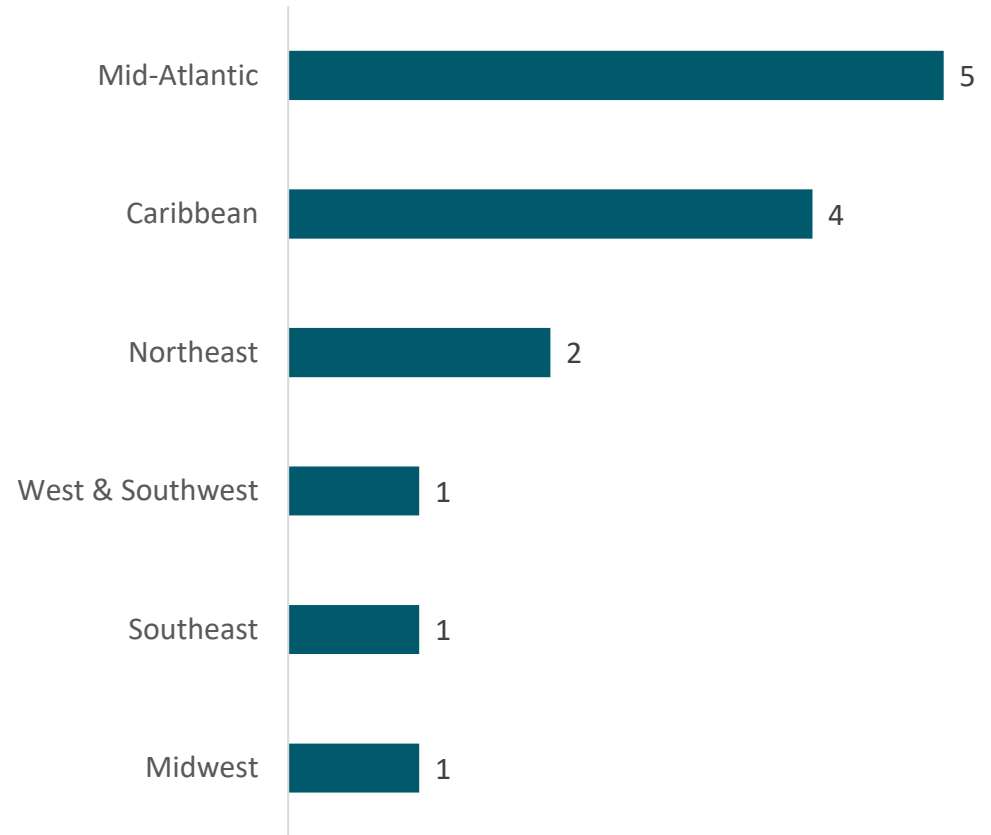
PRCC LEADS BY REGION FY 2024-2025

LEADS GENERATED & BOOKING DEMAND BY REGION

LEADS GENERATED BY REGION



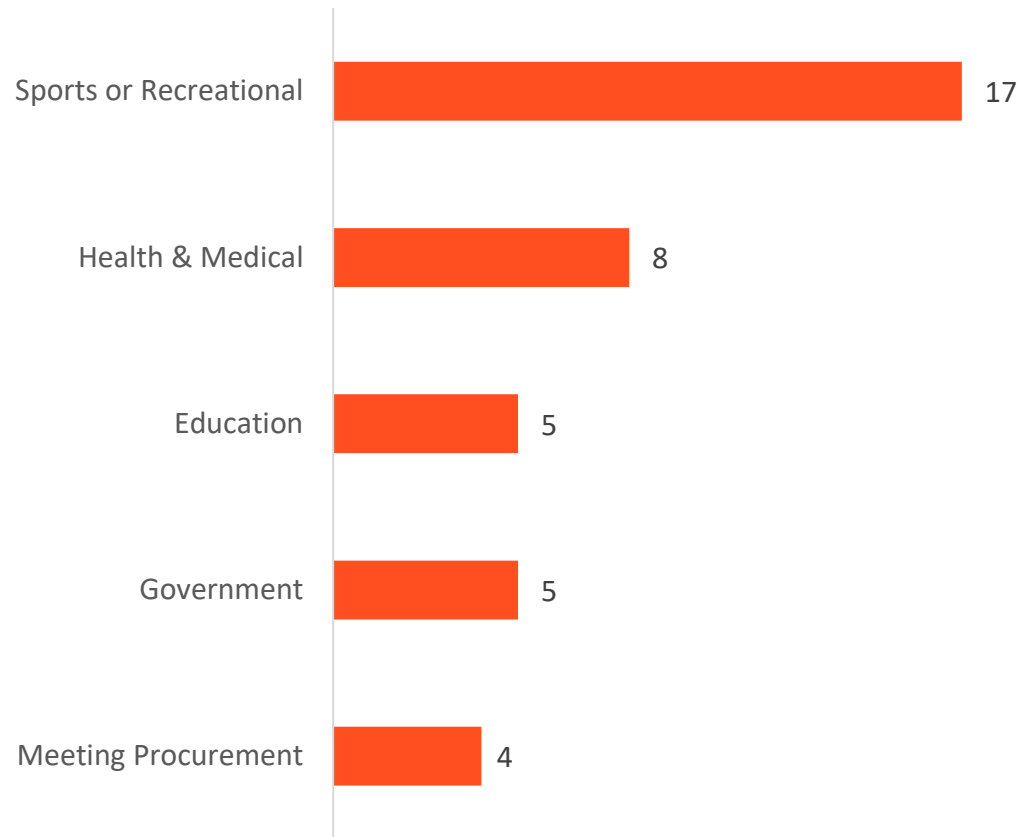
BOOKINGS BY REGION



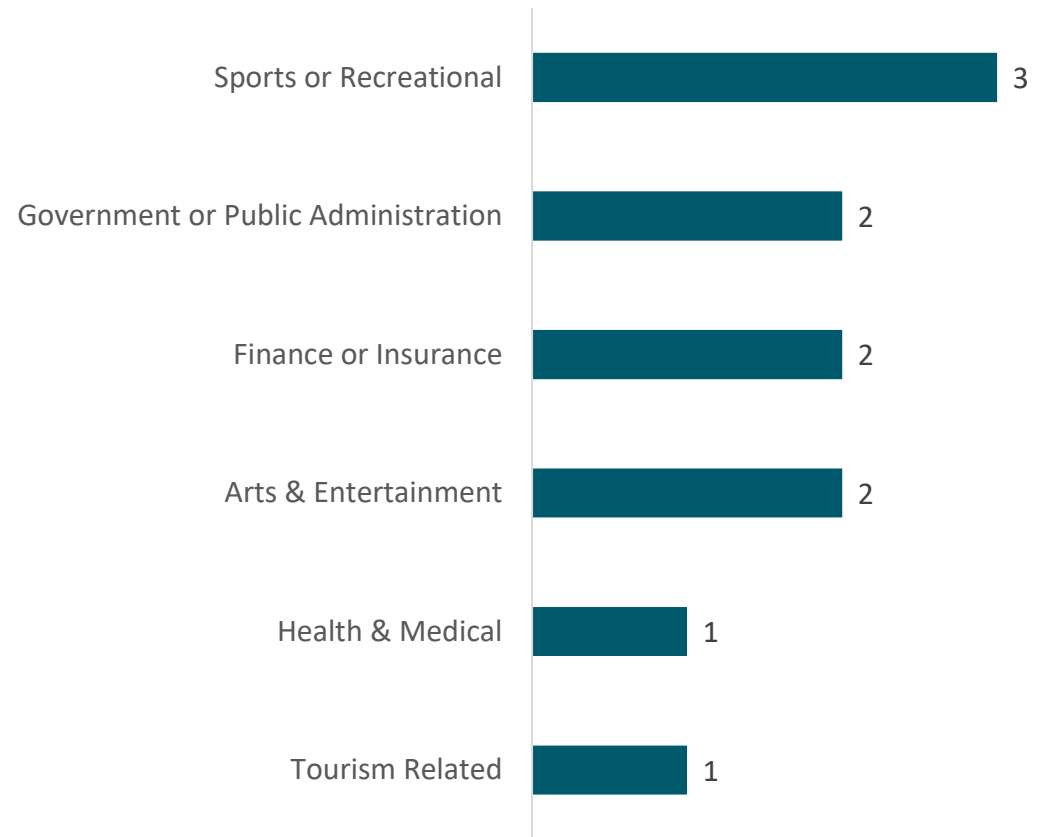
PRCC LEADS BY SEGMENT FY 2024-2025

LEADS GENERATED & BOOKING DEMAND BY MARKET SEGMENT

LEADS GENERATED BY MARKET SEGMENT

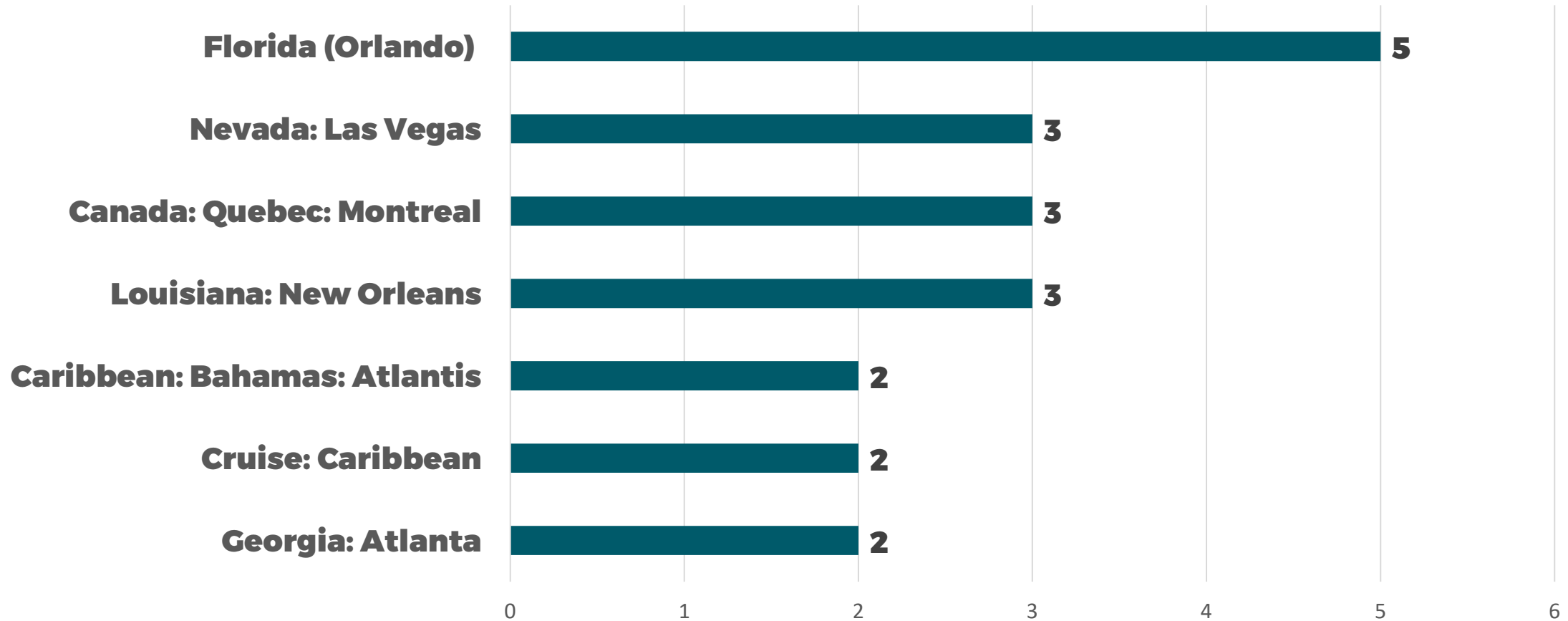


BOOKINGS BY MARKET SEGMENT



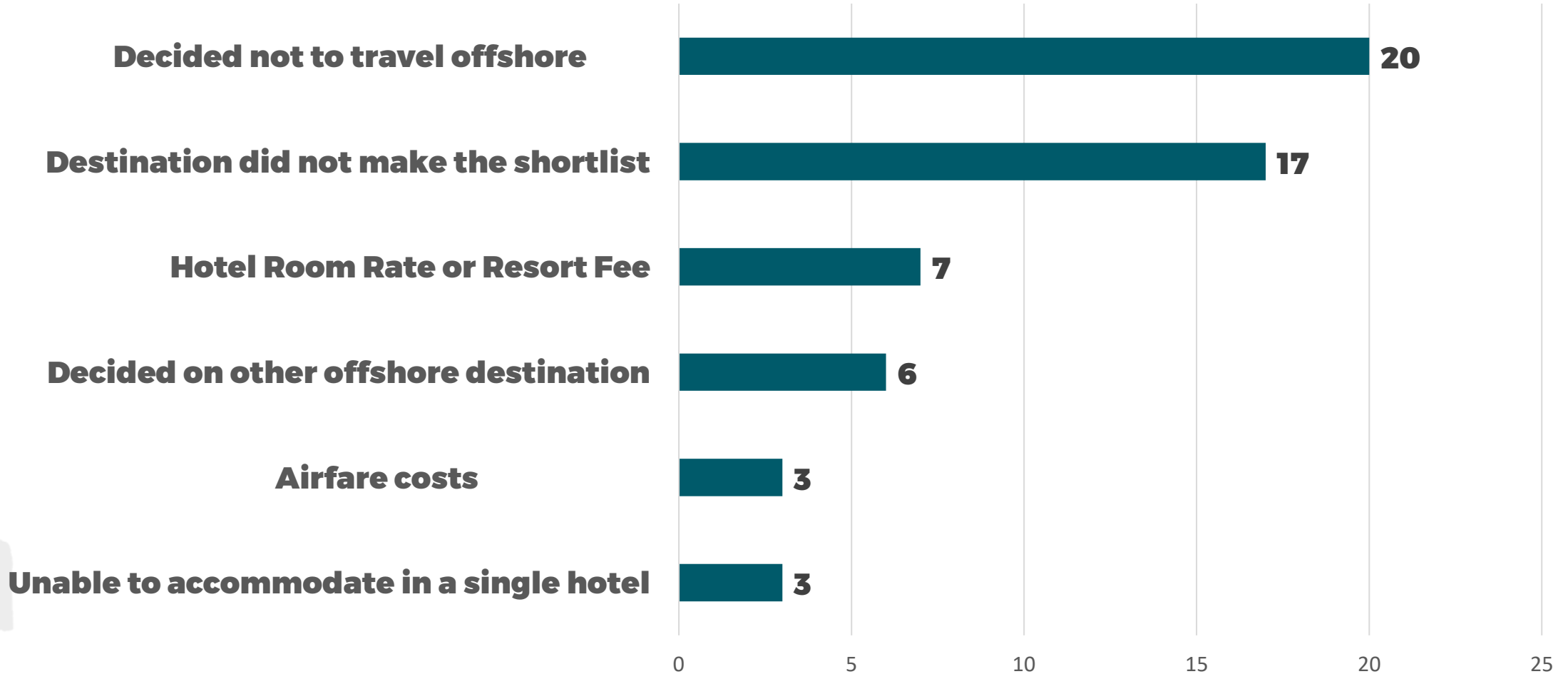
PRCC LOST LEADS – BY TOP LOST CITY

FISCAL YEAR 24-25 (JULY - FEBRUARY)



PRCC LOST LEADS – BY CODE

FISCAL YEAR 24-25 (JULY - FEBRUARY)



OPPORTUNITIES – LOST LEADS

Resort Fee

- Waived or Reduced Flat-Fee
- Inclusions
 - Transportation to/ from the PRCC
 - F&B Credit
 - Other

Room Blocks

- Too many hotels (Need more rooms)

Attrition

- Offering a lower attrition than 80%
- Flexibility

Room Block Release Clause (Tiered)

Rate (Strategy and Test Pricing)

Huracan Insurance Policy

Concessions

PRCC DEFINITE ROOM NIGHTS BY YEAR & MONTH

AS OF FEBRUARY 24, 2025

Definite & Postponed Definite Room Nights by Year & Month

Total room nights currently on the books by event date

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2018	1.5K		3.9K	1.5K	3.1K						2.1K		12.2K
2019		7.0K	4.2K				1.1K	1.1K		2.1K		3.2K	18.7K
2020	1.5K	1.3K	4.7K							3.0K			10.5K
2021						2.1K		1.1K				4.8K	8.0K
2022			2.4K	1.7K	5.5K	5.3K	2.1K			15.6K	3.3K		35.9K
2023	11.5K	3.7K	1.7K	2.8K	2.6K	5.7K	782	2.8K	2.9K	1.4K	4.4K	1.3K	41.5K
2024	1.7K		11.3K	782		3.9K	3.4K	400	6.0K	2.8K	5.2K	1.4K	36.9K
2025	575	1.1K	6.6K	5.5K	2.4K				2.4K	5.3K	5.4K	3.3K	32.6K
2026		6.7K	1.5K	6.0K	943		7.4K	3.3K		3.6K	2.5K		31.9K
2027		500			1.3K	3.7K	1.5K	2.3K			3.0K		12.3K
2028								3.6K					3.6K

Difference from avg. share of annual total rooms



PRCC OPEN OPPORTUNITIES

AS OF FEBRUARY 24, 2025

Open Opportunities (Rooms) by Year & Month

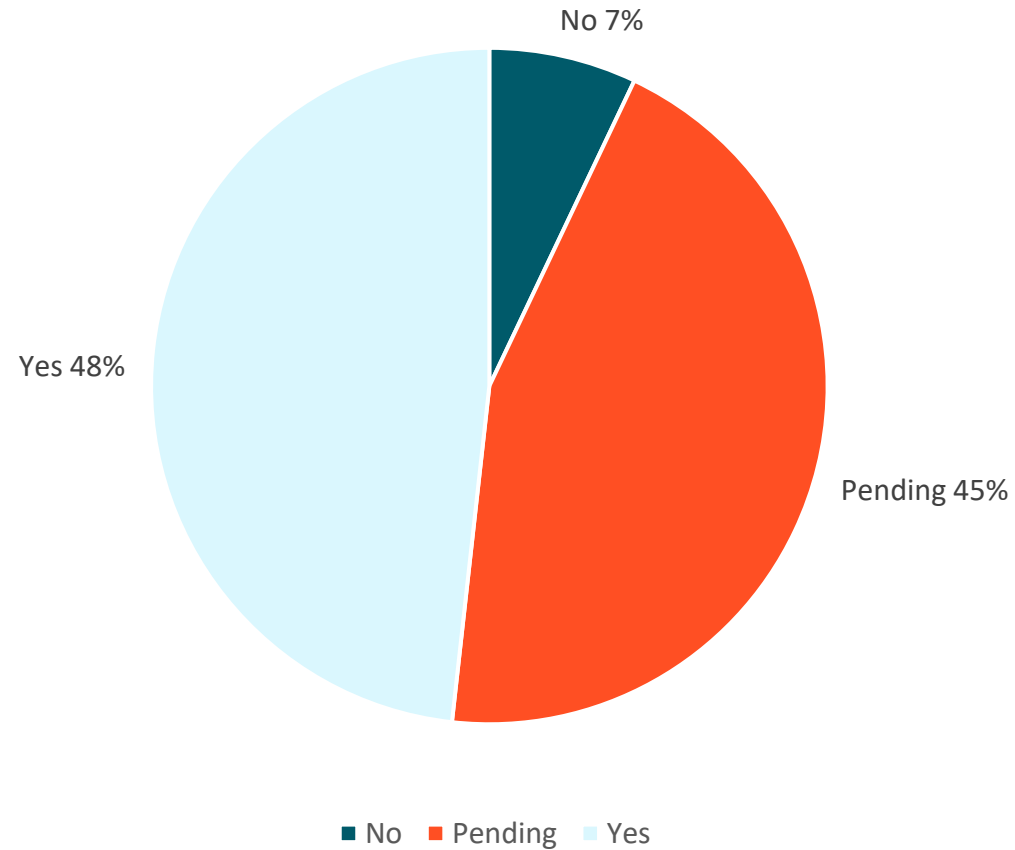
Click to filter table and bar chart by month & year of event

Market Segment: All

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2025			547	400	1,683	720	900	600	4,615	9,445	2,675	1,325	22,910
2026	200	240	5,994	3,327		2,820	350	3,198	31,765	1,550			49,444
2027	200	3,950				720	350		1,912			850	7,982
2028	200	5,729	2,750	5,125		3,227	450	600			4,895	6,274	29,250
2029	200			2,640		600	3,620		1,945				9,005
2030	200					600	6,357				6,840		13,997
2031								6,250					6,250
2032											3,160		3,160

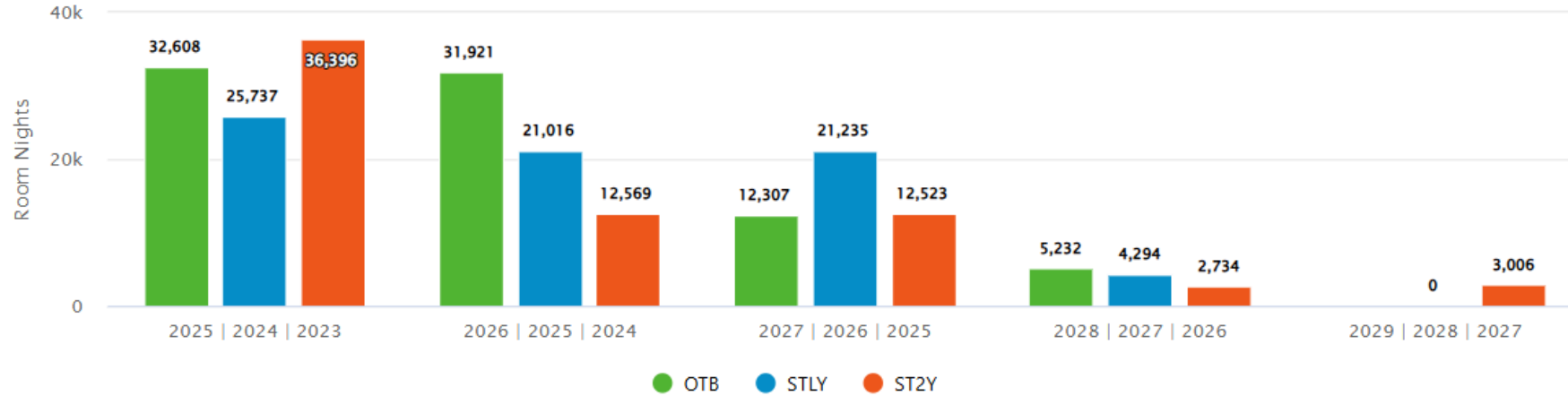
PRCC RESPONSE RATE

YEAR TO DATE DECEMBER - MARCH 2025



PRCC ROOM NIGHTS: OTB VS STLY

Room Nights: OTB Vs STLY



STLY - Room Nights

Year	OTB			Cancelled			Tentative			Conversion Rate		
	RN	vs STLY	vs ST2Y	RN	vs STLY	vs ST2Y	RN	vs STLY	vs ST2Y	RN	vs STLY	vs ST2Y
2025	32,608	25,737 (↑27%)	36,396 (↓-10%)	0	0 (-)	0 (-)	22,863	19,025 (↑20%)	10,745 (↑113%)	13.0%	13.6% (↓-4%)	19.5% (↓-33%)
2026	31,921	21,016 (↑52%)	12,569 (↑154%)	0	0 (-)	0 (-)	49,444	35,461 (↑39%)	27,090 (↑83%)	18.6%	11.7% (↑59%)	10.8% (↑72%)
2027	12,307	21,235 (↓-42%)	12,523 (↓-2%)	0	0 (-)	0 (-)	7,982	54,400 (↓-85%)	25,297 (↓-68%)	8.7%	21.8% (↓-60%)	16.3% (↓-47%)
2028	5,232	4,294 (↑22%)	2,734 (↑91%)	0	0 (-)	0 (-)	22,765	28,299 (↓-20%)	14,147 (↑61%)	10.6%	5.8% (↑83%)	8.2% (↑30%)
2029	0	0 (-)	3,006 (↓-100%)	0	0 (-)	0 (-)	6,365	17,627 (↓-64%)	37,176 (↓-83%)	0.0%	0.0% (-)	31.0% (↓-100%)

AVAILABILITY AT THE PRCC (2025-2027)

2025

- July 1-6
- July 21-27 (Small Group 400 ppl.)
- Sept 1-8

2026

- Jan 1-14
- April 15-20
- May
- Jun 11-21
- Jul 1-15
- Aug 1-8
- Aug 18-27
- Sept 27-Oct 11
- Oct 24-Nov 1
- Nov 11-18
- Dec 1-14

Blackout dates:

- Feb 12-19, 2027
- June 13-18, 2027
- June 25-29, 2027
- Nov 7-10, 2027 (CERF)
- April 22-26, 2028 (SHRM)
- Aug 25-28, 2028 (NGAUS)

Initiatives

OPPORTUNITIES AND ACTION PLANS

Discover Puerto Rico:

- Funnel Call (Monthly)
- Need Periods/ Blackout dates
- Individual strategy meetings with each hotel
- Response Time
- Maximize Space at the PRCC
- Lost lead notification
- Funnel and missing responses report
- Citywide FAM (April 27-30, 2025)
- ICCA (International Congress and Convention Association)
- Response Form
- Surveys
- **Please send your group promotions to:**
 - Jacqueline.Rosa@discoverpuertorico.com



Comp Set Group Promotions



MEET ST. LOUIS

- 50% Retail Rental Rates
- 20% off Audiovisual
- 30% Attrition
- \$5 Rebate
- Comp 1/40

Meet St. Louis and Save!

America's Center Convention Complex is completing a \$256 million expansion, featuring a new 72,000-square-foot exhibition hall, increasing our total exhibit space to 574,000 square feet. With almost \$10 billion in new tourism development in downtown St. Louis, there's never been a smarter time to meet St. Louis.

To celebrate and reintroduce event organizers to St. Louis, we're offering an exciting opportunity for new group bookings that take place now through 2027 when they're booked by December 31, 2024.

America's Center Offer

- 50% off retail rental rates
- 20% off Audio Visual provided by Encore, our in house AV service
- 10% off catering provided by Levy Restaurants, our exclusive caterer
- Complimentary air and hotel for a two-day site visit (up to four people)
- Marketing package for your event valued at \$10,000
- VIP St. Louis experience for up to 25 members of your group

Hotel Offer

- Allowance of up to 30% attrition on contracted rooms
- \$5 per paid and occupied group room night rebate
- One complimentary guest room per 40 paid and occupied group rooms
- Complimentary standard Wi-Fi in guest rooms
- 20% off AV services at hotel
- 10% off catering and participating restaurants at hotel

[Get the Details](#)

PALM BEACHES

- \$20.00 Incentive per r/n
- Aggressive group campaign (CC)



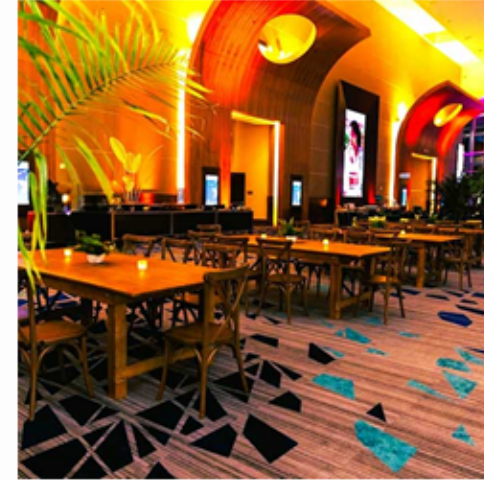
VISIT ORLANDO

- No Attrition
- Group Campaigns

NO ATTRITION. BOOK NOW AND SAVE!

There's never been a better time to experience Hyatt Regency Orlando. Book a 2024 event and enjoy no attrition.

[LEARN MORE](#)



THE H: A PREMIER ORLANDO DINING EXPERIENCE

Step into a world of culinary excellence at Orlando's finest Mediterranean steakhouse. Experience live entertainment, unforgettable tableside dining and signature craft cocktails at The H Orlando.

[LEARN MORE](#)

VISIT DENVER

- 20% Group Rates
- 5 rebate credit
- Free Room Rental
- Double Loyalty Points

Choose up to 5 Exclusive Perks to Elevate Your Meeting Experience in Denver

- Up to 20% off group room rates – Significant savings for your room block.
- 5% rebate on total spend – Credited back to your master bill post-event.
- 15% off in-house AV rentals – Cut costs on essential equipment.
- Free meeting room rental – With a minimum spend on food and beverage.
- Complimentary Wi-Fi – Available in all meeting spaces.
- 1 complimentary room for every 30 booked – Save more on accommodations.
- Free VIP room upgrades – Plus welcome amenities for your key guests (1 per 30 booked).
- Double loyalty points – Maximize rewards through the hotel's loyalty program.
- Complimentary site inspection room – A free night to explore the venue in advance.

* Read the full [terms and conditions](#) for this incentive program.

VISIT FT. WORTH

- 40-30% Rental Discount
- \$12 rebate
- Credit to master
- Reward points

MEETING & EVENT INCENTIVES FOR 2025-2026	
<p>Qualifying groups include all convention opportunities using 2+hotels, the Fort Worth Convention Center and contracting 2,000 total room nights over the timeframes below. Detailed incentives will be offered in a citywide proposal from Visit Fort Worth.</p>	
TIER 1	TIER 2
<p>Fort Worth Convention Center offering 40% Discounted Rental</p> <p>Visit Fort Worth offering \$12 Rebate</p> <p>Hotels offering various concessions - credits to the Master, AV and F&B Discounts, Additional Reward Points</p> <p>AVAILABLE FWCC DATES</p> <p>April 18-21, 2025 (Easter) Dec 15-31, 2025 June 22-30, 2025 March 3-April 3, 2026 July 1-8, 2025 Aug 28-Sept 12, 2026 Aug 24-Sept 1, 2025 Dec 14-31, 2026</p>	<p>Fort Worth Convention Center offering 30% Discounted Rental</p> <p>Visit Fort Worth offering \$11 Rebate</p> <p>Hotels offering various concessions - credits to the Master, AV and F&B Discounts, Additional Reward Points</p> <p>AVAILABLE FWCC DATES</p> <p>July 13-22, 2025 Nov 8-20, 2025 Nov 28-Dec 9, 2025</p>
<p>FORTWORTH.COM/INCENTIVES</p>	



Updates / Q&A



Call to Order & Introductions

ED CAREY
CHIEF SALES OFFICER

Sales Overview

ED CAREY
CHIEF SALES OFFICER

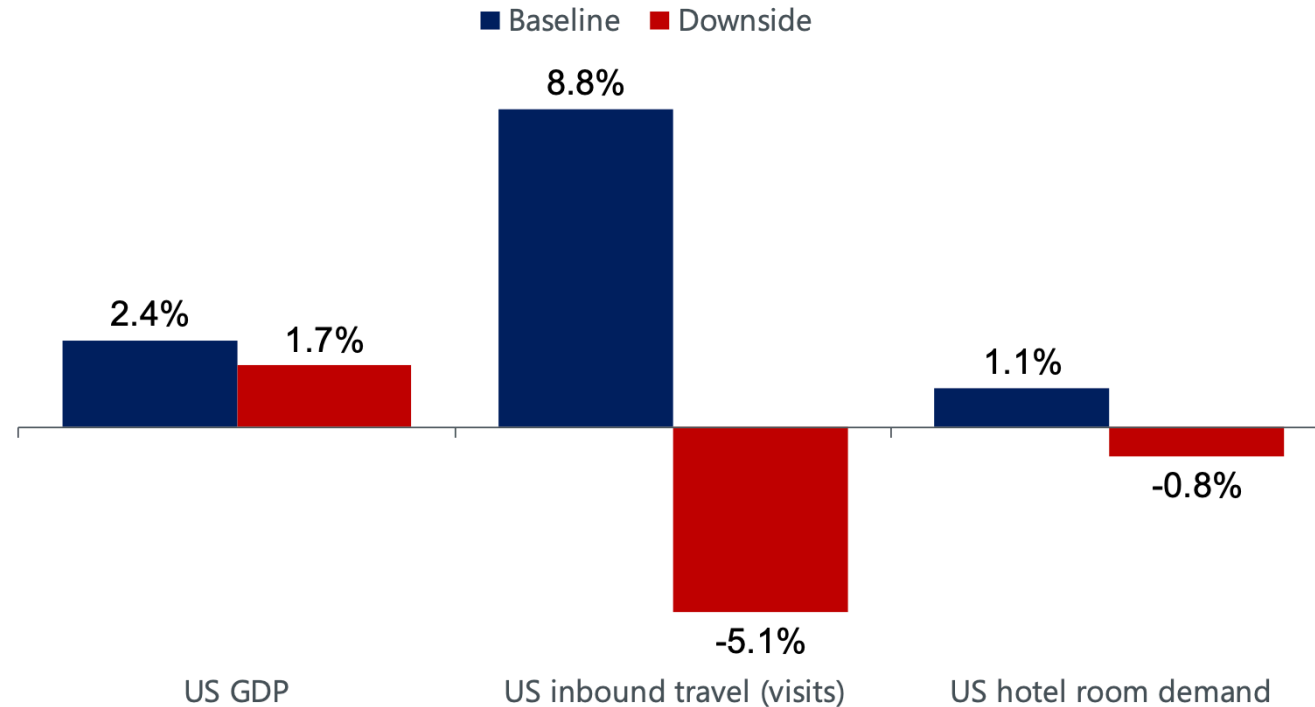
GENERAL UPDATES

- CEO/CMO search
- Sales Continuity
 - Marketing
- Geopolitical Considerations
- Marquis Events
 - PCMA EduCon
- Travel & Tradeshow
 - International
- Leisure Sales

CURRENT GEOPOLITICAL FACTORS

A DOWNSIDE SCENARIO FOR US TRAVEL

2025 US travel growth, by scenario

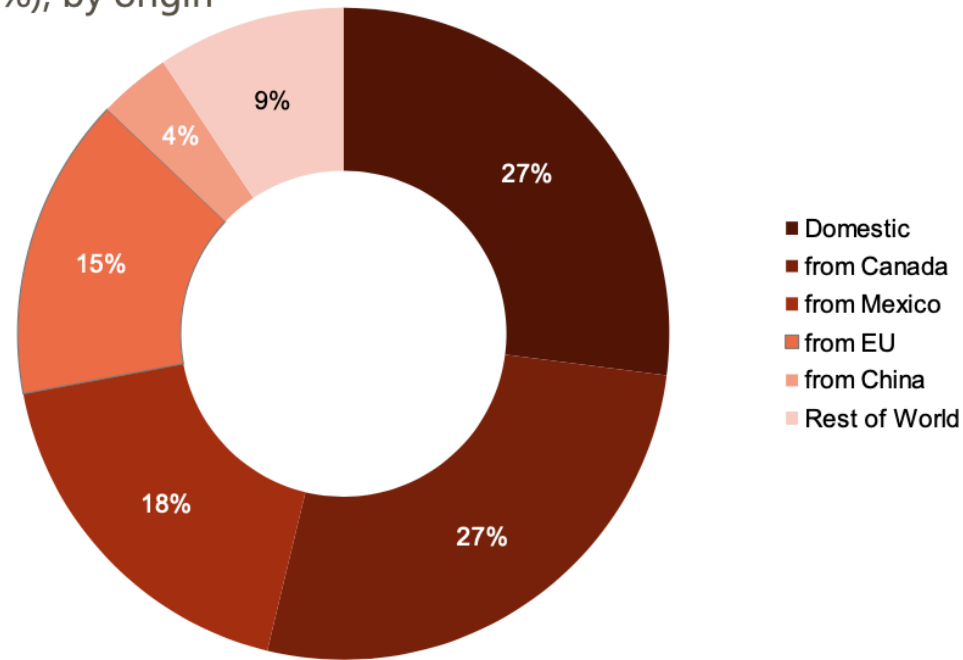


Source: Oxford Economics/Haver Analytics, Tourism Economics, STR. Note: Baseline inbound from Dec 24 forecast and Baseline room demand from Jan 25 forecast

CURRENT GEOPOLITICAL FACTORS

A DOWNSIDE SCENARIO FOR US TRAVEL

Downside: Share of US hotel room demand loss estimated (-1.9%), by origin



Source: Oxford Economics/Haver Analytics, Tourism Economics, STR

GENERAL UPDATES

HIGH PROFILE TRADESHOWS THROUGH JUNE

IMEX Frankfurt 2025	MICE	2025-05-20	2025-05-22	Frankfurt, Germany
ASTA Travel Advisor Conference 2025	Leisure	2025-05-20	2025-05-22	Salt Lake City, Utah
PCMA EduCon 2025	MICE	2025-06-01	2025-06-04	Louisville, KY
IPW 2025	Leisure	2025-06-14	2025-06-18	Chicago, IL
MPI World Education Congress 2025	MICE	2025-06-18	2025-06-20	St. Louis, MO

INTERNATIONAL

FY 24-25 International Tradeshow and Events		
Name	Start Date	Location (City, State or Country)
PCMA Convening LATAM 2025	May 4-6, 2025	Bogotá, Colombia
IMEX Frankfurt 2025	May 20-22, 2025	Frankfurt, Germany

FY 24-25 International Tradeshow and Events		
Name	Start Date	Location (City, State or Country)
IBTM America 2025	August 20-21, 2025	Ciudad de Mexico, Mexico
Motivation Luxury Summit 2025	September 14-18, 2025	Barbados
IBTM World 2025	November 18-20, 2025	Barcelona, Spain
IMEX Frankfurt 2026	May 19-21, 2026	Frankfurt, Germany
FIEXPO 2026	Exact date TBA - June 2026	San José, Costa Rica

LIVE NATION PUERTO RICO 2025 CONCERT SERIES

BAD BUNNY'S RESIDENCY AT COLISEO DE PUERTO RICO JOSÉ MIGUEL AGRELOT

- Residency Overview:

- 30 shows in total
- Happening every Friday, Saturday, and Sunday night from July 11 to September 14, 2025.
- Tickets to the first 9 shows were exclusively sold to Puerto Rico residents.
- Over 400,000 tickets sold worldwide.
- All shows sold out in less than a day.

- Experience Packages

- 34 hotels involved
 - East: 2
 - Metro: 28
 - North: 2
 - South: 2
- Still pending allotment and pickup information from 25 hotels
- Dates Available: July 30 – Sept 16 with a 2-night minimum
- Total Room Nights Allocated: over 24,000
- Pick-up as of February 28: 16,818
- Estimated Local Economic Impact: \$115M

OPTIMIZING ACCOUNT MANAGEMENT

FOR SUSTAINABLE GROWTH AND GENERATIONAL SHIFTS: ADAPTING TO EVOLVING DEMANDS

- Adapting to shifting demand levels : Recognizing and responding to the evolving dynamics of the MICE marketplace.
- Engaging the Next Generation of Planers:
 - Embracing diverse communication methods tailored to Generation Z, including digital platforms and visual storytelling.
 - Continuing to highlight Puerto Rico's cultural, sustainable and experiential value propositions to resonate with more socially conscious planners.
- Focusing on High-value Accounts
 - Targeting corporations and third-party planners with prior bookings or alignment with Puerto Rico's offerings.
 - Evaluating and grading accounts based on potential to drive future business, incorporating generational preferences for engagement and sustainability.
- Targeted outreach
 - Prioritizing accounts with high potential for repeat and new event opportunities.
 - Allocating resources to maximize impact within this new generational landscape.
- Leveraging Technology with tools like Cvent's Planner Navigator
 - Using tools like Cvent's Planner Navigator and PCMA's Destinator to gain AI-driven insights.
 - Implementing tech-savvy, efficient outreach strategies that align with Generation Z's digital-first habits.

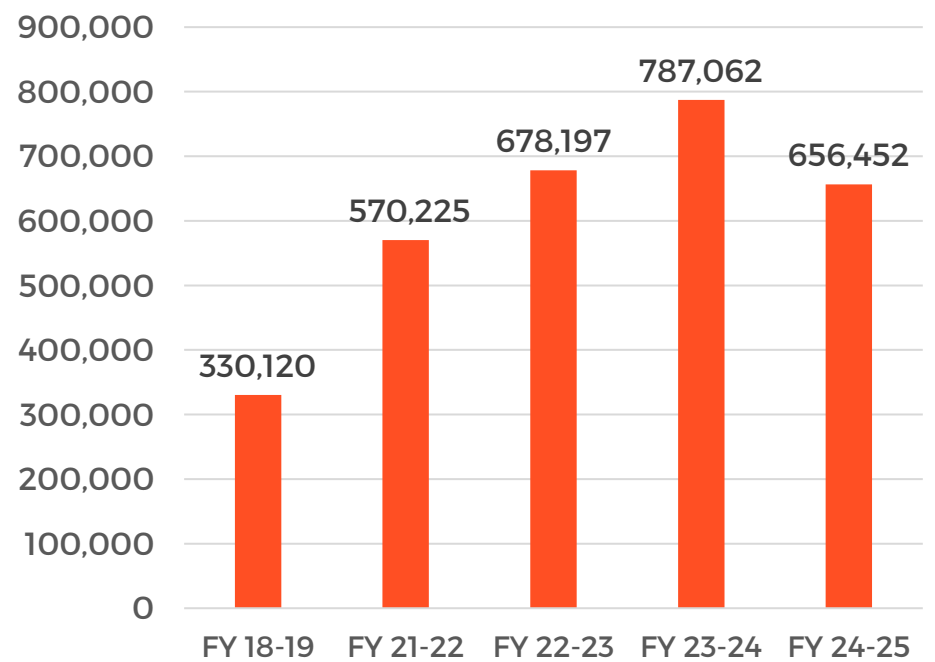
Group Sales Performance

ZORAIDA RIVERA
CRM MANAGER

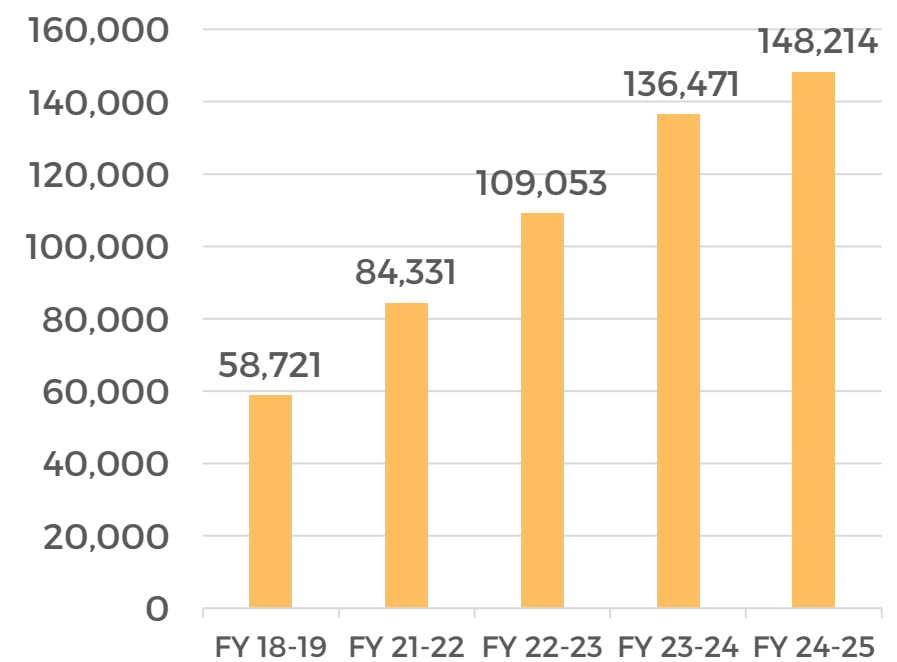
REQUESTED AND BOOKED ROOM NIGHTS

BY FISCAL YEAR, JULY - FEBRUARY

Requested Rooms

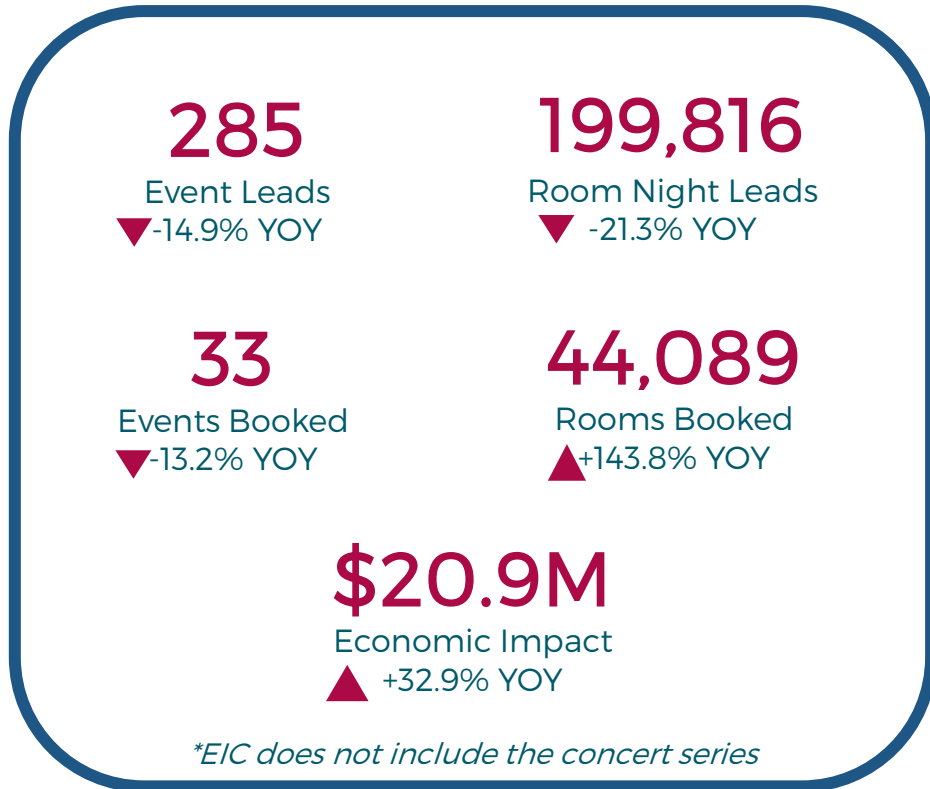


Booked Rooms

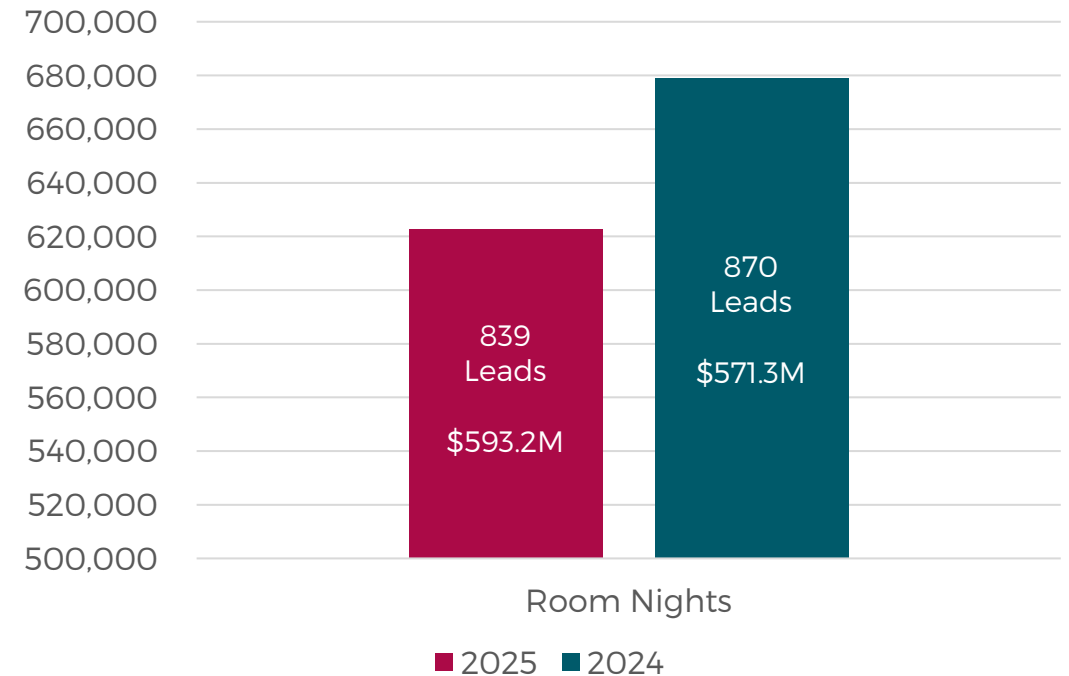


CALENDAR YEAR PRODUCTION AND PIPELINE

JANUARY - FEBRUARY 2025



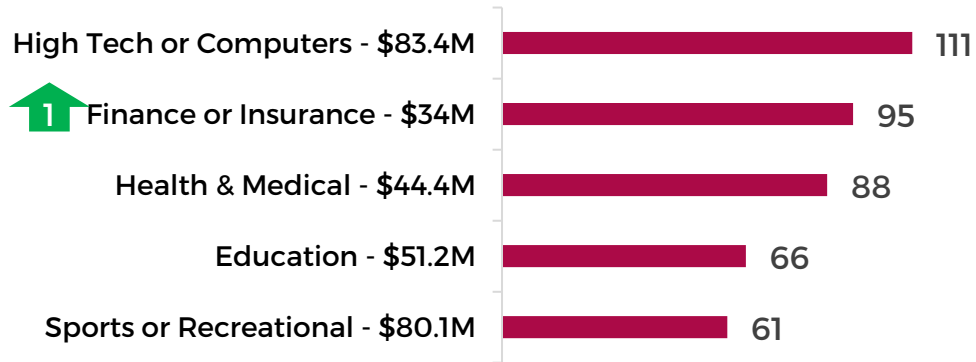
Active Pipeline



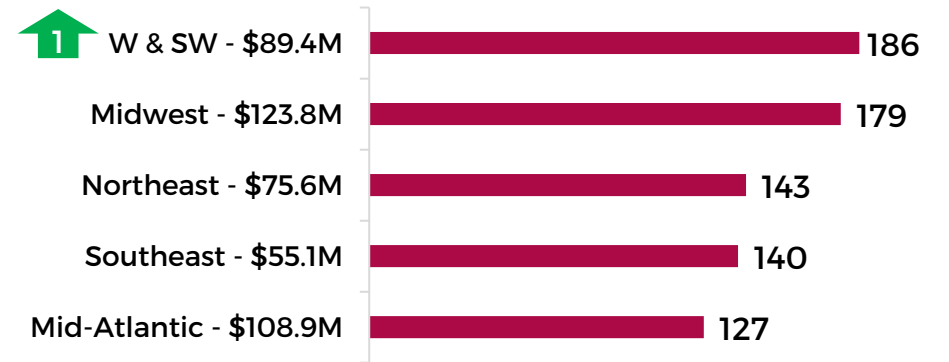
LEAD GENERATION AND BOOKINGS TOP 5

FISCAL YEAR 24-25 WITH ECONOMIC IMPACT

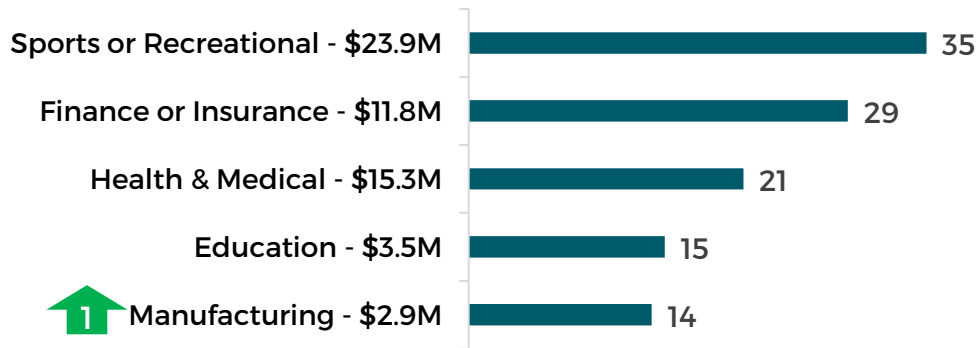
OF LEADS BY MARKET SEGMENT



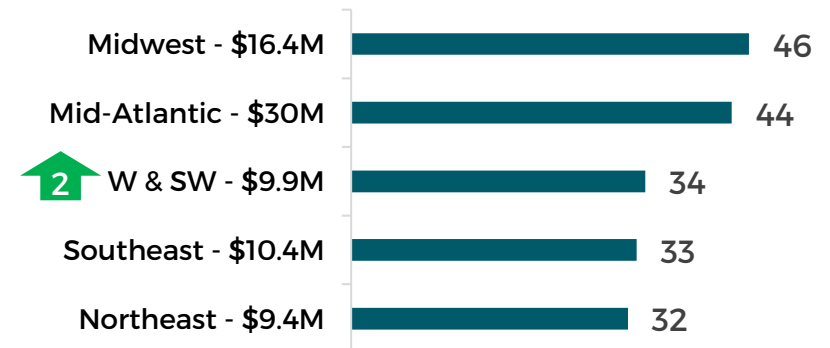
OF LEADS BY REGION



OF BOOKINGS BY MARKET SEGMENT



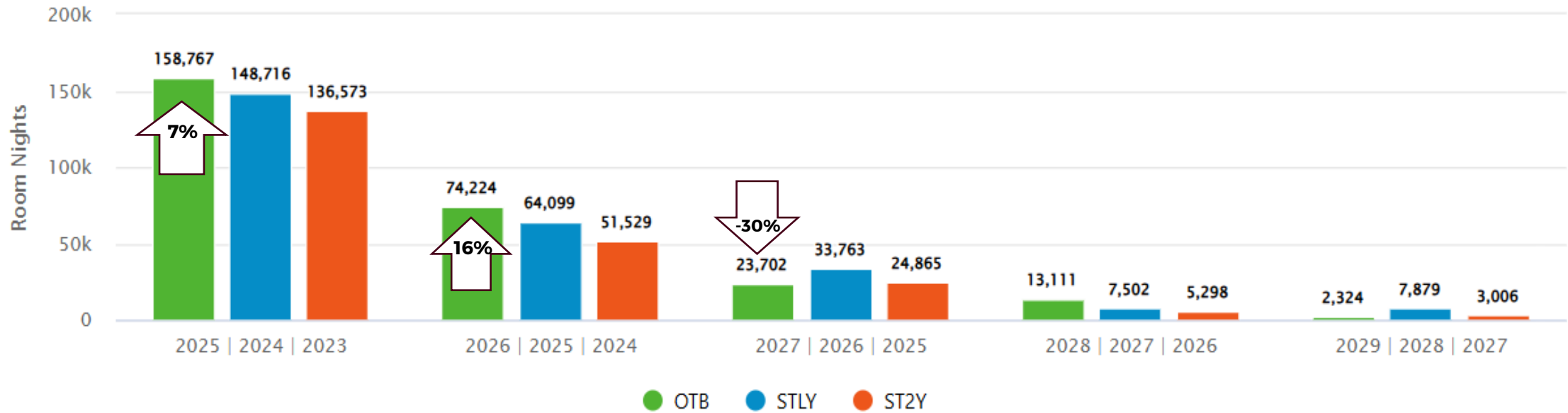
OF BOOKINGS BY REGION



ON THE BOOKS PACE COMPARISON

AS OF FEBRUARY 2025

Room Nights: OTB Vs STLY



COMPRESSION

FOR LEADS SOURCED THROUGH DISCOVER PUERTO RICO

OTB Room Nights by Month

			Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2025			21,418	20,051	15,118	10,428	5,252	21,739	12,143	15,635	11,708	4,928	138,420
2026	6,832	14,325	10,938	13,460	9,156	2,223	8,147	3,315	0	4,078	5,849	1,354	79,677
2027	841	2,538	1,153	1,276	1,213	3,713	1,481	3,661	932	1,120	6,010	0	23,938
2028	5,370	1,305	0	2,886	0	0	0	3,550	0	0	0	0	13,111
2029	0	5	231	1,204	0	0	0	0	0	1,120	0	0	2,560

Room Nights in the Pipeline (still in Lead or Tentative Status)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2025			24,467	39,168	20,289	8,580	6,296	5,244	34,660	24,255	19,613	8,443	191,015
2026	45,968	33,013	30,258	37,307	19,215	15,578	6,325	7,946	41,408	9,420	5,859	2,710	255,007
2027	15,872	10,989	5,650	14,192	14,497	3,858	3,293	1,748	6,302	12,542	3,089	1,960	93,992
2028	6,097	7,448	4,590	958	2,195	6,826	588	735	0	2,031	1,100	11,569	44,137
2029	7,169	19	0	3,394	0	600	5,530	3,818	2,021	1,203	1,400	100	25,254
2030	200	0	0	0	0	600	6,357	0	0	0	6,840	0	13,997
2031	0	0	0	0	0	0	0	6,250	0	0	0	0	6,250
2032	0	0	0	0	0	0	0	0	0	0	3,160	0	3,160



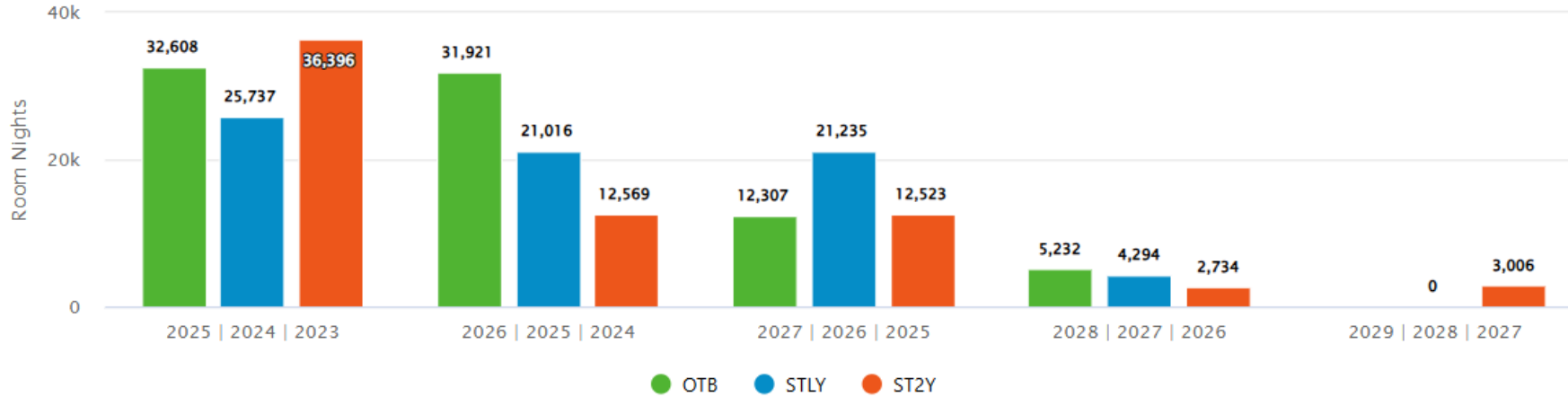
PRCC Sales Performance

JACQUELINE ROSA
DIRECTOR OF CONVENTION SALES STRATEGY



PRCC ROOM NIGHTS: OTB VS STLY

Room Nights: OTB Vs STLY



STLY - Room Nights

Year	OTB			Cancelled			Tentative			Conversion Rate		
	RN	vs STLY	vs ST2Y	RN	vs STLY	vs ST2Y	RN	vs STLY	vs ST2Y	RN	vs STLY	vs ST2Y
2025	32,608	25,737 (↑27%)	36,396 (↓-10%)	0	0 (-)	0 (-)	22,863	19,025 (↑20%)	10,745 (↑113%)	13.0%	13.6% (↓-4%)	19.5% (↓-33%)
2026	31,921	21,016 (↑52%)	12,569 (↑154%)	0	0 (-)	0 (-)	49,444	35,461 (↑39%)	27,090 (↑83%)	18.6%	11.7% (↑59%)	10.8% (↑72%)
2027	12,307	21,235 (↓-42%)	12,523 (↓-2%)	0	0 (-)	0 (-)	7,982	54,400 (↓-85%)	25,297 (↓-68%)	8.7%	21.8% (↓-60%)	16.3% (↓-47%)
2028	5,232	4,294 (↑22%)	2,734 (↑91%)	0	0 (-)	0 (-)	22,765	28,299 (↓-20%)	14,147 (↑61%)	10.6%	5.8% (↑83%)	8.2% (↑30%)
2029	0	0 (-)	3,006 (↓-100%)	0	0 (-)	0 (-)	6,365	17,627 (↓-64%)	37,176 (↓-83%)	0.0%	0.0% (-)	31.0% (↓-100%)

PRCC DEFINITE ROOM NIGHTS BY YEAR & MONTH

AS OF FEBRUARY 24, 2025

Definite & Postponed Definite Room Nights by Year & Month

Total room nights currently on the books by event date

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2018	1.5K		3.9K	1.5K	3.1K						2.1K		12.2K
2019		7.0K	4.2K				1.1K	1.1K		2.1K		3.2K	18.7K
2020	1.5K	1.3K	4.7K							3.0K			10.5K
2021						2.1K		1.1K				4.8K	8.0K
2022			2.4K	1.7K	5.5K	5.3K	2.1K			15.6K	3.3K		35.9K
2023	11.5K	3.7K	1.7K	2.8K	2.6K	5.7K	782	2.8K	2.9K	1.4K	4.4K	1.3K	41.5K
2024	1.7K		11.3K	782		3.9K	3.4K	400	6.0K	2.8K	5.2K	1.4K	36.9K
2025	575	1.1K	6.6K	5.5K	2.4K				2.4K	5.3K	5.4K	3.3K	32.6K
2026		6.7K	1.5K	6.0K	943		7.4K	3.3K		3.6K	2.5K		31.9K
2027		500			1.3K	3.7K	1.5K	2.3K			3.0K		12.3K
2028								3.6K					3.6K

Difference from avg. share of annual total rooms



PRCC OPEN OPPORTUNITIES

AS OF FEBRUARY 24, 2025

Open Opportunities (Rooms) by Year & Month

Click to filter table and bar chart by month & year of event

Market Segment: All

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2025			547	400	1,683	720	900	600	4,615	9,445	2,675	1,325	22,910
2026	200	240	5,994	3,327		2,820	350	3,198	31,765	1,550			49,444
2027	200	3,950				720	350		1,912			850	7,982
2028	200	5,729	2,750	5,125		3,227	450	600			4,895	6,274	29,250
2029	200			2,640		600	3,620		1,945				9,005
2030	200					600	6,357				6,840		13,997
2031								6,250					6,250
2032											3,160		3,160



Group Marketing Update

JOANN CARLOS DÍAZ
GROUP MARKETING MANAGER



RECENT TRADESHOWS

DECEMBER 2024

- Association Forum's Holiday Showcase
 - 10x10 Destination booth.
 - Coffee activation.
 - 2 partners in attendance.
 - Verdanza Hotel
 - Royal Sonesta
- SITE Chicago Chapter - Holiday Event Trolley
 - Sponsorship networking event with Chicago area meeting planners.
 - Bar sponsorship with a coffee inspired drink in collaboration with Casa Bacardí.



RECENT TRADESHOWS

DECEMBER 2024

- IAEE Expo! Expo!
 - 10x10 Destination booth
 - Hosted buyer lounge sponsor in collaboration with Palm Beaches
 - Hosted buyer education webinar
 - Group appointments at the booth
 - Newsletter QR code signup for planners



RECENT TRADESHOWS

JANUARY 2025

- PCMA Convening Leaders
 - 20x20 Hacienda Puerto Rico booth
 - Coffee activation
 - Wellness and relaxation station with Island sounds
 - Hosted Buyer appointments
 - PCMA U networking event representation
 - Newsletter QR code signup for planners



MICE EMAIL MARKETING

SHOWCASING PUERTO RICO AS A TOP MICE DESTINATION

- Goals
 - Increase the destination's MICE brand awareness
 - Engage MICE planners with PR highlights
 - Encourage planners to connect with the Puerto Rico sales team
- Topics
 - Kickstart your 2025
 - Destination Incentive
 - Sustainable Meetings
 - Unique venues and off-site locations
 - Testimonials from past MICE events
 - Cultural experiences



PCMA LATAM FOCUS GROUP



- **Decision Factors**
 - Experience is a premium versus cost
 - Direct air connectivity and access
 - Reliable logistics
 - Visa requirements (in select groups)
- **Puerto Rico's Perception**
 - Structured and well organized
 - Latin culture with US infrastructure
 - Overall destination awareness gap
- **Challenges**
 - Limited direct flights and visa concerns
 - Lack of awareness as MICE destination
 - Social and stereotype issues in the US
- **Opportunities**
 - Leverage the DMOs knowledge network
 - Education on the Island's infrastructure
 - Position of Puerto Rico as a developed MICE destination versus Colombia

MICE SOCIAL MEDIA

AS OF DECEMBER 2024

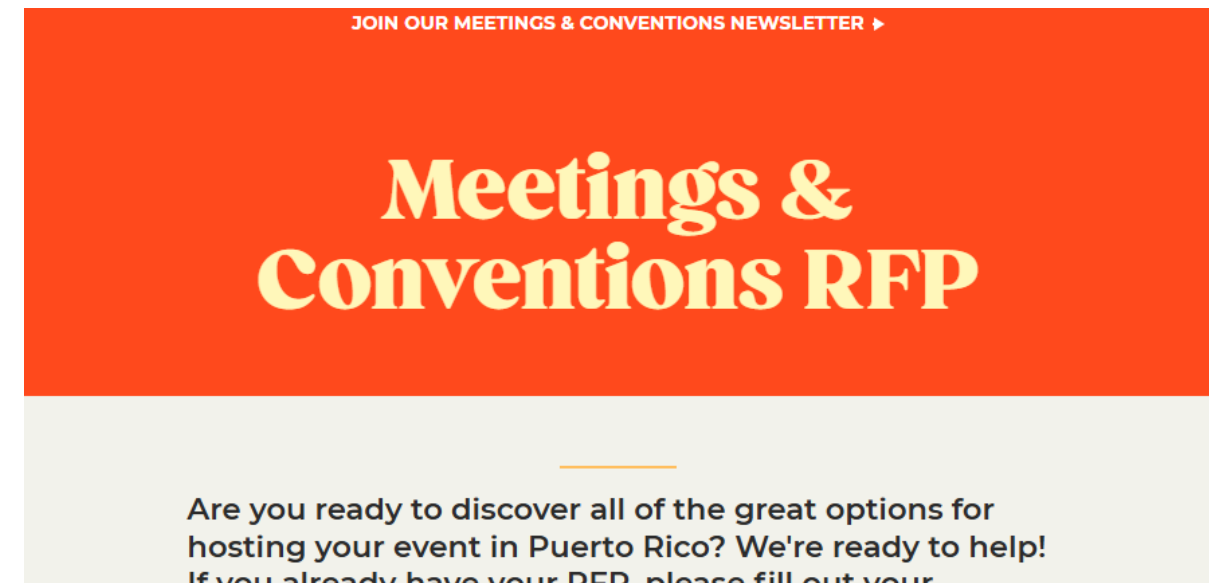
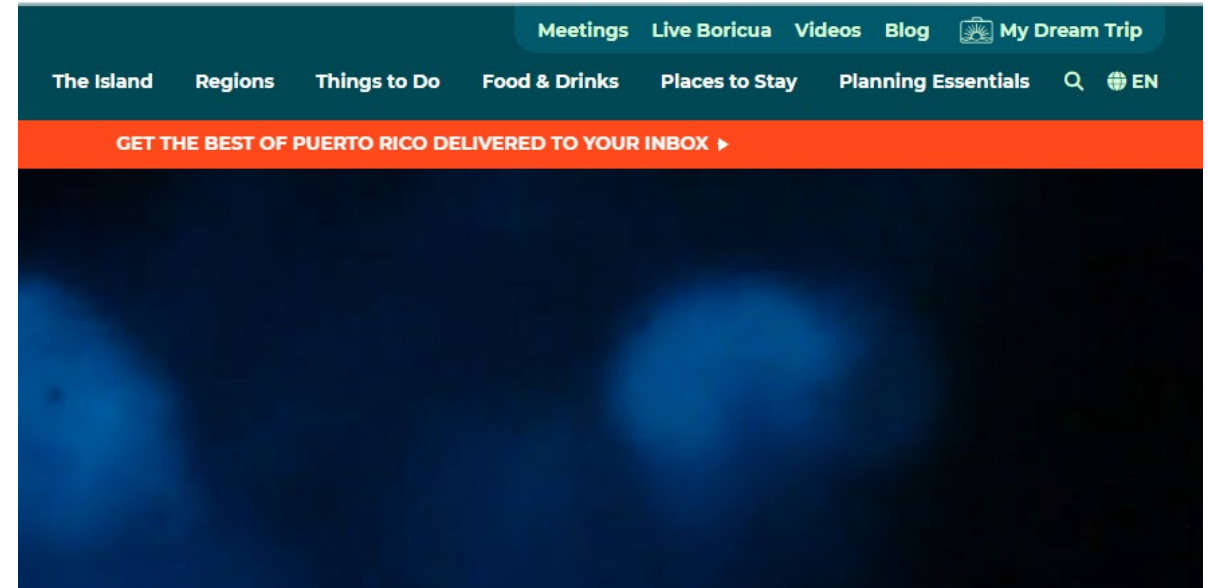
- LinkedIn
 - Followers: 35,674 (+10% YoY)
 - Impressions: 28,650 (-36% YoY)
 - Engagement: 977 (-40% YoY)
- Instagram
 - Followers: 10,993 (+11% YoY)
 - Impressions: 10,147 (+104% YoY)
 - Engagements: 251 (+30% YoY)
- Ongoing meet ups with the Social Media team to enhance content capture opportunities with partner properties and stakeholders.



MICE WEBSITE

AS OF JANUARY 2025

- Users: 13,800 (+29% YoY)
- Sessions 16,200 (+27% YoY)
- Engagement Rate 84% (+2% YoY)
- Avg Session Time: 2mins 46 sec (-4% YoY)
- SEO Users: 8,700 (+6 YoY)





DISCOVER

Puerto Rico

DiscoverPuertoRico.com

An aerial photograph of a dense tropical forest. In the upper center, a large, light-colored rock overhangs a dark cave entrance. The forest is a mix of vibrant green and some yellowish-green trees. In the bottom right corner, a dirt path curves through the trees, with a few small figures of people visible. The overall scene is lush and natural.

DISCOVER
Puerto Rico

DiscoverPuertoRico.com

FUTURE PROJECTS

- Ongoing Colombia strategy development.
- PRCDA Video content refresh.
- Continuous Website team collaboration on MICE article enhancements:
 - CSR Section Update
 - New CAB section
 - Sustainability microsite including MICE
 - New Testimonials landing page
- Upcoming key tradeshows with activations
 - Sports ETA Symposium 2025
 - IMEX Frankfurt 2025
 - ASTA Travel Advisor Conference 2025
 - PCMA EduCon 2025
 - MPI WEC 2025
 - Cvent Connect 2025
 - IPW 2025





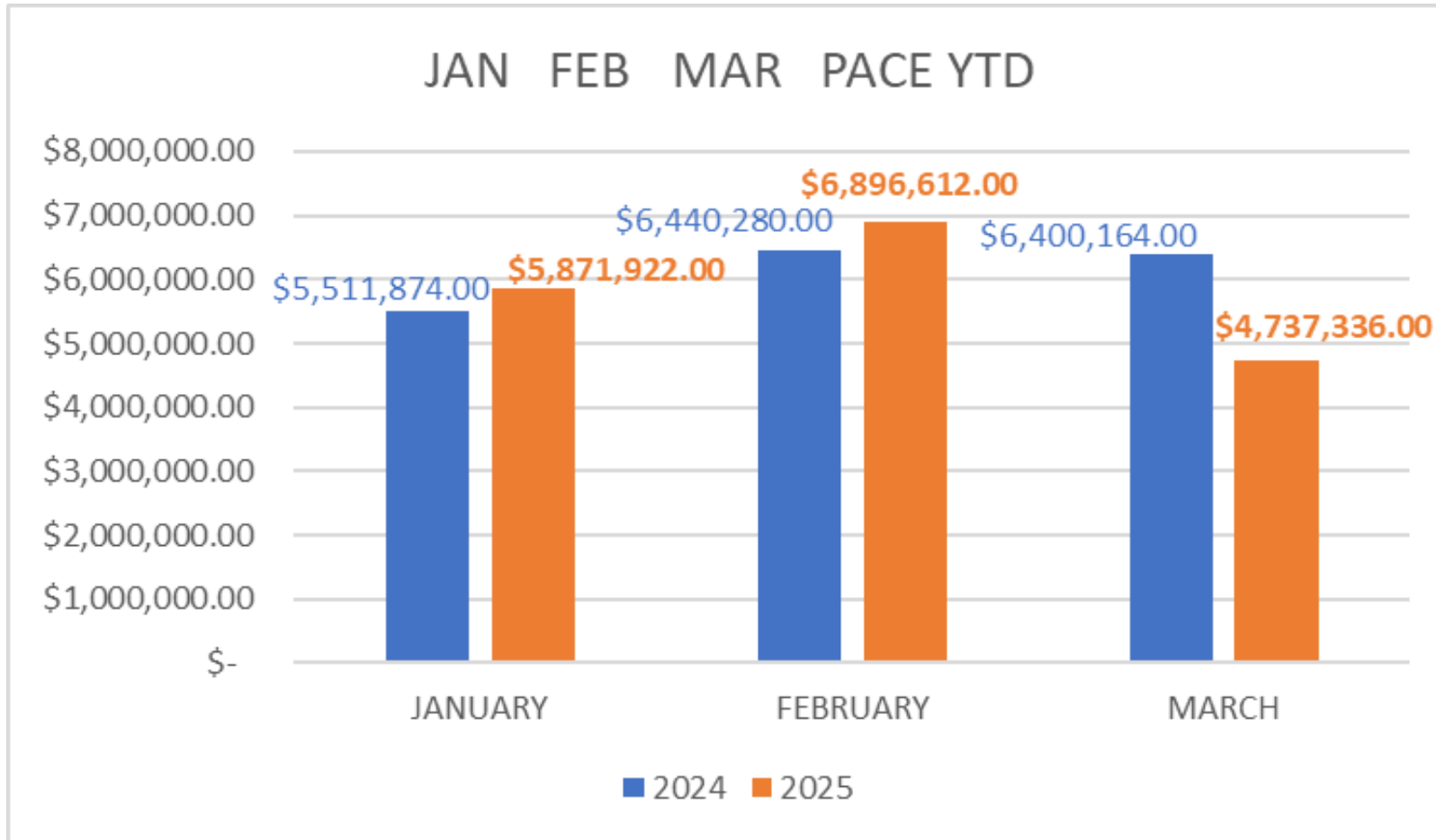
Leisure Sales Update

CRISTINA FERNANDES
LEISURE SALES MANAGER



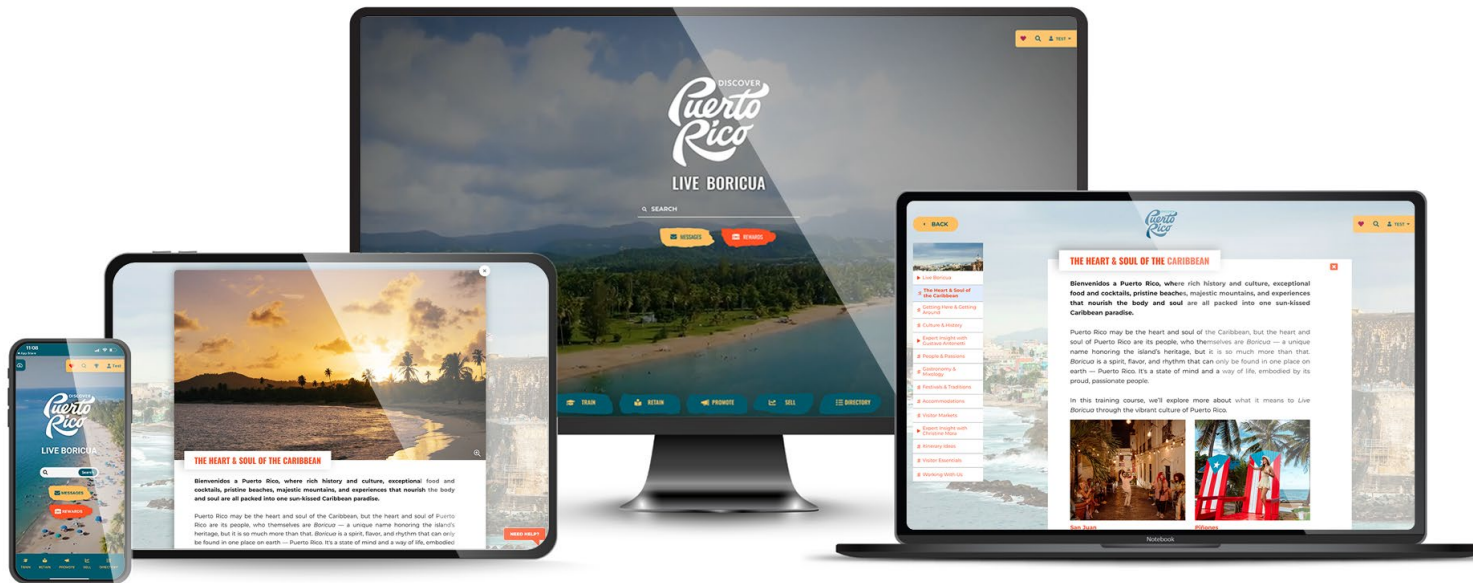
GDS PACE

AHEAD OF 2024



THE PUERTO RICO TRAVEL SPECIALIST PROGRAM™

PROVIDES A COMPLETE TRAINING, MARKETING, AND SALES PLATFORM
PURPOSE-BUILT FOR TRAVEL ADVISOR PARTNERS

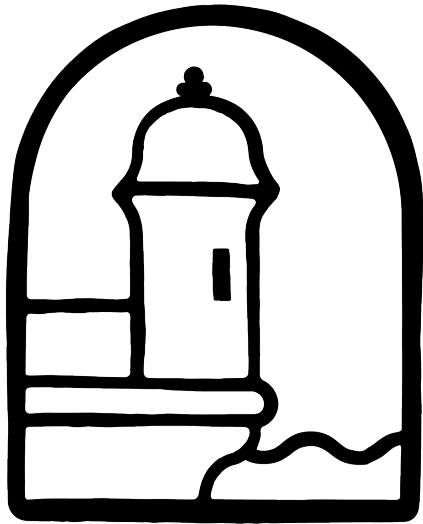


- The Puerto Rico Travel Specialist Program is available on web or as a native app that you can download to any iOS or Android device.
- Training progress made in web view is automatically synced onto the mobile device when connected to WiFi.
- Once you download the app to your device instead of you can train anywhere, anytime, even offline!

PuertoRicoTravelSpecialist.com

PUERTO RICO TRAVEL SPECIALIST PROGRAM

DYNAMIC TRAINING



ENROLLMENTS AND GRADUATIONS YTD

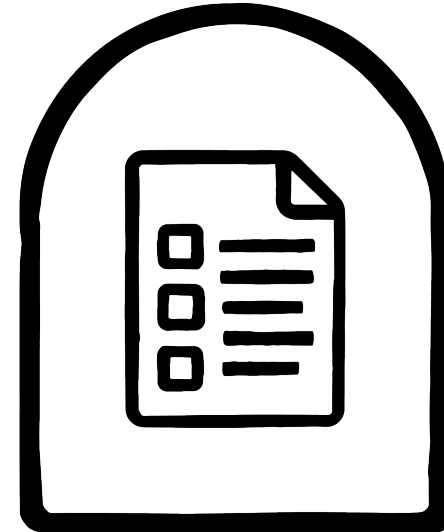
Total enrollments: 45,094
Total graduations: 28,646
Trainings Started Jul - Dec: 10,414
New training Finished by Dec: 9,818

TravPRO
mobile



WEB AND IOS OR ANDROID APP

The latest technology combined with AI for easy training, and at hand selling tools that can be shared with travel advisor's passengers

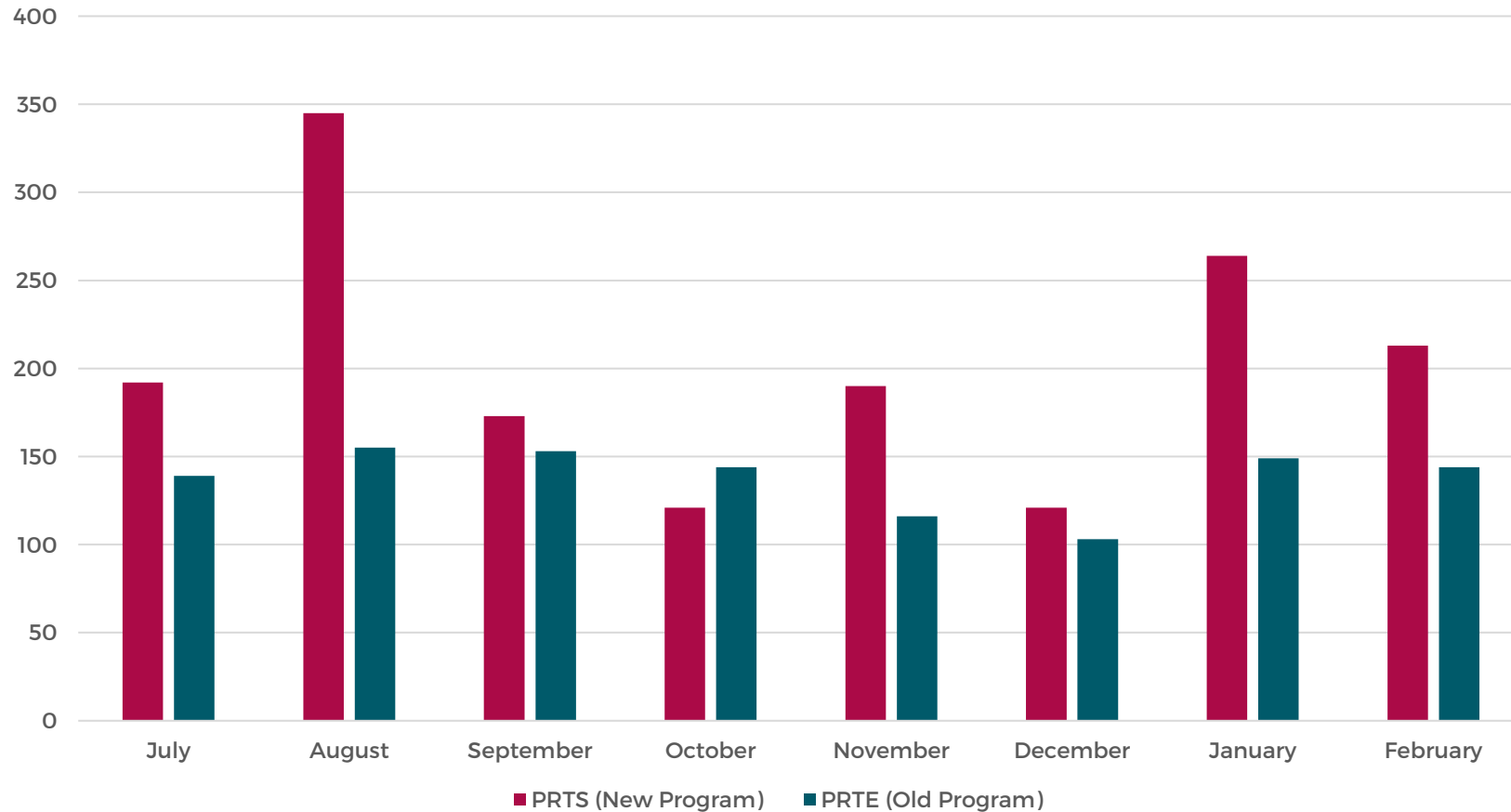


NEW MODULES!

MICE and Weddings & Romance Specialization Chapters
Coming soon:
Accessibility & Inclusivity and Sustainability Chapters

REGISTRATIONS PRTS VS PRTE

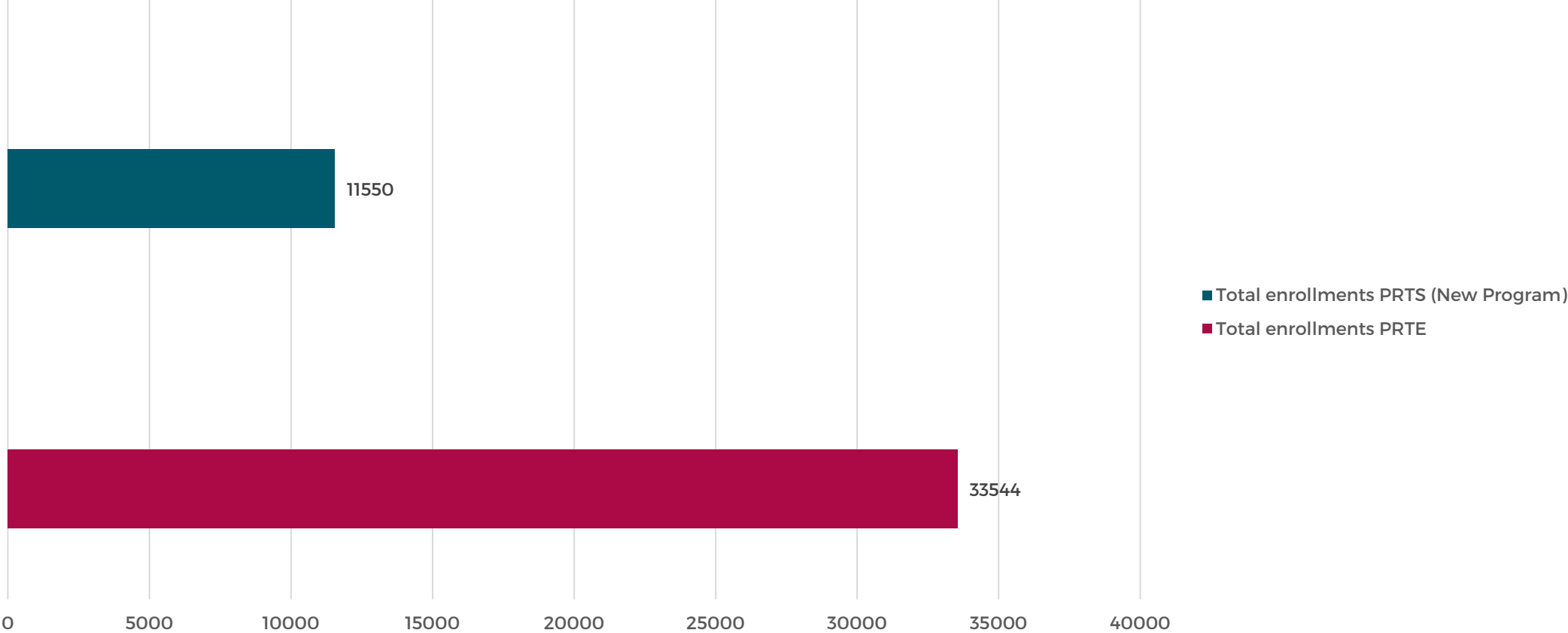
COMPARATIVE SINCE RE-LAUNCH IN JULY



Source: NorthStar & TravPro

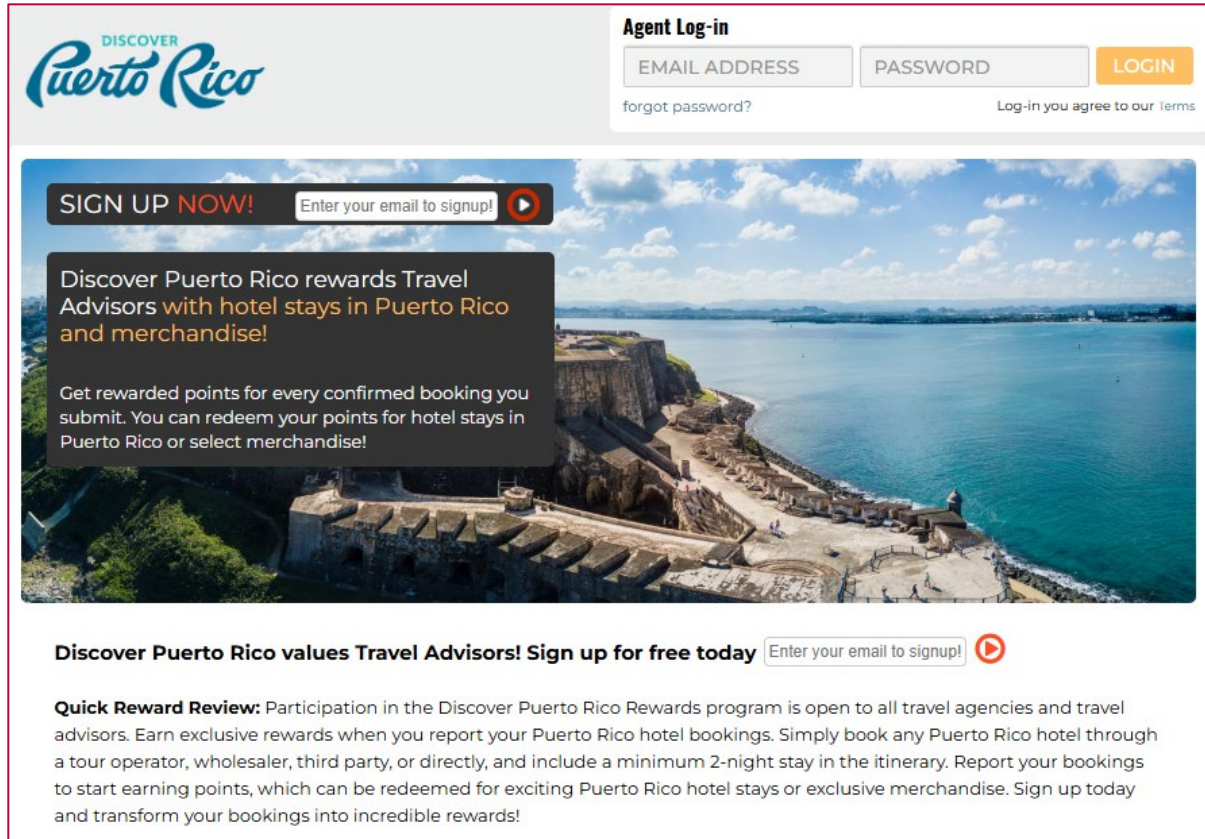
TOTAL ENROLLMENTS

NEW PLATFORM GENERATED 34% OF PREVIOUS IN ONLY 6 MONTHS



NEW TRAVEL REWARDS FOR ADVISORS

FEATURED IN INSIDER TRAVEL REPORT THIS MONTH



The screenshot shows the top of the Discover Puerto Rico website. At the top left is the logo. To the right is an 'Agent Log-in' section with input fields for 'EMAIL ADDRESS' and 'PASSWORD', and a 'LOGIN' button. Below these are links for 'forgot password?' and 'Log-in you agree to our terms'. The main content area features a large banner image of a coastal fortification. Overlaid on the banner is a dark box with white text: 'SIGN UP NOW! Enter your email to signup!' with a play button icon. Below this is a paragraph: 'Discover Puerto Rico rewards Travel Advisors with hotel stays in Puerto Rico and merchandise! Get rewarded points for every confirmed booking you submit. You can redeem your points for hotel stays in Puerto Rico or select merchandise!'. At the bottom of the banner is another 'SIGN UP NOW!' call to action with a play button icon. Below the banner is a 'Quick Reward Review' section with text: 'Participation in the Discover Puerto Rico Rewards program is open to all travel agencies and travel advisors. Earn exclusive rewards when you report your Puerto Rico hotel bookings. Simply book any Puerto Rico hotel through a tour operator, wholesaler, third party, or directly, and include a minimum 2-night stay in the itinerary. Report your bookings to start earning points, which can be redeemed for exciting Puerto Rico hotel stays or exclusive merchandise. Sign up today and transform your bookings into incredible rewards!'

- New Loyalty program complementing the PRTS training platform
- Designed to entice bookings while earning gifts and hotel stays
- All hotels are invited to participate
- Each night sold earns 100 points. A minimum of 2 nights is required to earn the rewards
- Hotels establish their own terms based on the point-based structure
- Agents need to reach 1000 points to earn a night's stay
- Night stays are valid for one year and subject to the hotel's terms and conditions

REWARDS PROGRAM

EDUCATE, GROW, SELL

- Booking Rewards Program:

YTD since July 2024:

- 1,210 room nights booked
 - 286 bookings
 - \$ 327 thousand dollars in Revenues

With results like this, the total investment in revamping and relaunching both the Platform and the Rewards Programs has already paid off the the implementation cost.

Turning an Educational tool into a source of bookings and revenues.



Source: NorthStar & TravPro

BRAND USA MÉXICO

SALES MISSION . JANUARY 12-16, 2025

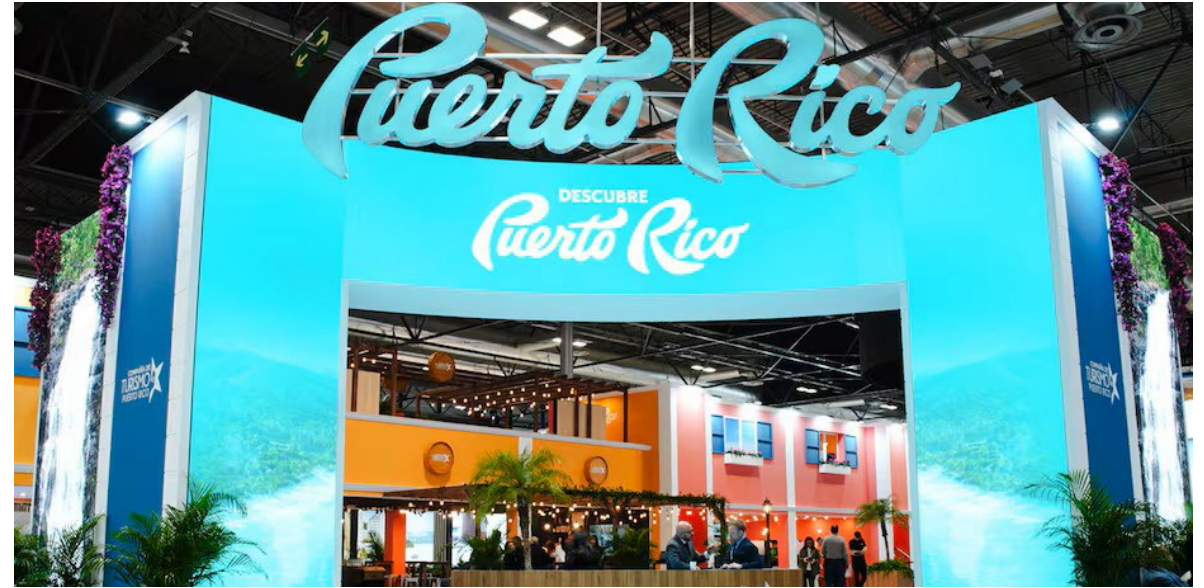
- Monterrey, Ciudad de Mexico, and Guadalajara
- Conducted over 300 one-on-one meetings and training sessions/workshops, engaging Travel Advisors, TO, OTAs, Consortias and Airlines
- Lunch with top clients in Monterrey
- Cocktail Networking in Ciudad de Mexico
- Lunch with Top clients and special event for top clients and partners in Guadalajara



FITUR

JANUARY 22-26, 2025

- Ifema in Madrid
- The booth was located amongst the destinations of the Americas
- Business meetings as well as events inspired by Puerto Rican culture
- Number of individual meetings: 29
- Number of stakeholders participating: 15
- Closing with actual sales by the network of agencies B The World Travel with more than 150 inquires about travel to Puerto Rico



BRAND USA JETBLUE

FRANCE FAM . JANUARY 30-FEBRUARY 3, 2025

- 10 participants from France: 8 TOs Product Managers, 1 JetBlue escort, and 1 Brand USA France escort.
- During their visit, the group stayed at the Hyatt Regency Grand Reserve and Aire de Olive.
- They also visited the Fairfield by Marriott Luquillo Beach, El Conquistador Resort, the Wyndham Palmas del Mar, Fairmont El San Juan Hotel, San Juan Marriott Resort & Stellaris Casino, Hotel El Convento and Palacio Provincial, and Hotel Alma.
- They enjoyed a gastronomic experience at Cueva del Mar in Fajardo. They also participated in activities like El Yunque, the sunset catamaran experience with East Island, and the Sip & Savor Cocktail Tour of Old San Juan with Spoon.



VIRTUOSO

EXECUTIVE RETREAT FEB 10-13, 2025

- First time Executive meeting In Puerto Rico.
- Hosted by Discover Puerto Rico and multiple Virtuoso Preferred Hotels.
- 11 attendees, including Matthew Upchurch, Chairman & CEO.
- Meetings and experiences around the island.
- Paving the way to more Virtuoso events to take place in Puerto Rico.
- Exposure to the most discerning travel Consortia in the world.



ANATO

FEBRUARY 2025

- Pre-Vitrina ANATO roadshow in Barranquilla, Cali, and Medellín. During these events, Johanna Gonzalez engaged with over 450 travel advisors across these cities.
- The roadshow featured trade show setups in each location, providing an excellent platform to showcase our offerings.
- Discover Puerto Rico was honored with the EVM Excellence 2025 Award, presented by PriceTravel Holding. This recognition highlights Puerto Rico as the destination with the "Best Marketing Campaign – Caribbean Destination" due to its outstanding performance and growth in bookings and production.



PRICE AGENCIES SHOWCASE: DALLAS

FEBRUARY 25, 2025

- Great Wolf Lodge Grapevine
- Over 150 travel agents ready to promote the brand
- Agents with high sales potential
- Event fully coordinated and operated by PriceAgencies
- Tradeshow, Dinner & Presentation
- Platinum Sponsors



Q1 LEISURE ACTIVITIES

EVENT	TYPE	MONTH	LOCATION
Brand USA Sales Mission - Mexico	Roadshow	January	Monterrey, Mexico City & Guadalajara
Virtuoso Enhanced Immersion Webinar 1: Culinary & Mixology	Webinar	January	Virtual
FITUR	Tradeshow	January	Madrid, Spain
Travelbrands Webinar	Webinar	January	Virtual
JetBlue Fam - France	FAM	January/February	Puerto Rico
ALG Vacations Webinar	Webinar	January	Virtual
Adventure & Expedition Travel Virtual Roadshow	Event	February	Virtual
Virtuoso Executive Meeting	Event	February	Puerto Rico
ANATO Pre-Vitrina	Event	February	Colombia
ANATO	Tradeshow	February	Colombia
Virtuoso Enhanced Immersion Webinar 2: Adventure	Webinar	February	Virtual
PriceAgencies Showcase	Event	February	Dallas, TX
CCRA New York Chapter Meeting	Event	March	New York City, NY
CCRA Webinar	Webinar	March	Virtual
2025 Awards Night MAST	Event	March	Addison, IL
Virtuoso Enhanced Immersion Webinar 3: PRTS	Webinar	March	Virtual
Delta Vacations Webinar	Webinar	March	Virtual
Brand USA Sales Mission - Colombia	Roadshow	March	Colombia
Brand USA Sales Mission - Brazil	Roadshow	March	Brazil
NYC ASTA SBN Tradeshow	Tradeshow	March	NY
Virtuoso Connects USA NY	Event	March	New York City, NY
UK/Ireland Fam	FAM	March	Puerto Rico
Cruise Planner's Lunch & Learn	Event	March	Jacksonville, FL
VAX Las Vegas Travel Advisor Event	Tradeshow	March	Las Vegas, Nevada
Las Vegas Travel Agent Forum	Tradeshow	March/April	Las Vegas, Nevada
Virtuoso LAC Forum - Buenos Aires	Event	March/April	Buenos Aires, Argentina
CCRA Boston & New England Chapter Meetings	Event	March/April	Boston, MA and New England

Closing Remarks

Reception



DISCOVER
Puerto Rico

Thank You

