Puerto Rico Reaches Record Tourism Heights in 2025 as Island Becomes Global Cultural Destination

Looking Ahead: Luxury Hotels, World-Class Sporting Events, and Cultural Excellence Await in 2026

***San Juan, Puerto Rico*, January 13, 2026 –** Discover Puerto Rico, the Island's official Destination Marketing Organization (DMO), announced today that 2025 marked a record-setting year for Puerto Rico's tourism industry. In 2025, Puerto Rico stood at the center of global cultural conversation, with landmark moments bringing unprecedented international attention to the Island. Discover Puerto Rico strategically leveraged this momentum through destination storytelling and partnerships that reinforced Puerto Rico's position as a premier cultural and tourism destination.

This momentum was further strengthened by the highly anticipated opening of Four Seasons Resort Puerto Rico, marking a major milestone for the Island's luxury tourism sector. As one of the world's most prestigious hospitality brands, the arrival of Four Seasons reinforces Puerto Rico's growing appeal to high-value travelers, while elevating the Island's profile as a world-class destination for luxury, service excellence, and unforgettable experiences. Additionally, the Island celebrated the expansion of new offerings from global hotel brands such as Hilton and alongside multi-million-dollar renovations of iconic properties across Puerto Rico.

A Milestone Year Across Tourism Indicators

In 2025, Puerto Rico reached early estimates of record heights across core tourism indicators, securing its fifth consecutive record-breaking year. This sustained momentum reinforces the Island's position as a must-visit Island for leisure and a strong MICE destination, underscoring tourism's critical role as a driver of economic growth and workforce expansion:

- **Air Passenger Growth:** Luis Muñoz Marín International Airport welcomed more than 6.8 million of passenger arrivals in 2025, a 3% increase compared to 2024.
- **Cruise Tourism Numbers:** Over 1.6 million cruise passengers arrived at Puerto Rico's port in 2025, reflecting nearly an 8% increase versus 2024.
- **Lodging Demand:** The Island recorded nearly 7.9 room nights booked in 2025, according to STR and AirDNA, marking an 8% year-over-year increase.
- **Job Creation:** By November 2025, Puerto Rico reached a record of 102.3K leisure and hospitality jobs, a 4% increase over the prior year, according to the Bureau of Labor Statistics.

- **MICE Sector:** Secured a record of 262,779 room night bookings for 2025, an 18% increase translating to stronger attendance for partners. Resulting in a $207M contribution to the local economy for groups contracted in 2025, which represents an increase of 2% from the previous year.

"In 2025, Puerto Rico reached new heights, reaffirming the Island's place as a premier global destination," said Storm Tussey, Chief Marketing Officer of Discover Puerto Rico. "This momentum speaks to a growing hunger for destinations with a true, unapologetic soul. Beyond the milestones and marquee moments, Puerto Rico's power lies in its rhythm, the fusion of history, culinary brilliance, and cultural energy that makes the Island feel at once like a sanctuary and a celebration. As we look ahead to 2026, we are shaping a new era of tourism through sensory-driven experiences, cultural storytelling, and data-informed insight, inviting travelers around the world to experience Puerto Rico as a place of belonging."

Strategic Partnerships and Cultural Impact

Discover Puerto Rico's momentum in 2025 was driven by a series of strategic alliances and culturally rooted initiatives that reinforced the organization's leadership in conscious, modern destination marketing while expanding the Island's cultural reach across industries, platforms, and audiences.

- **Sensory Wellness Collaboration:** In May 2025, Discover Puerto Rico launched a first-of-its-kind **partnership with Calm**, the leading mental health app, introducing an immersive collection of English and Spanish audio experiences designed to transport listeners to the Island's natural beauty and vibrant culture. Timed to Mental Health Awareness Month, the collaboration positioned Puerto Rico as a premier wellness-focused destination and was developed in partnership with on-Island sound engineers and Puerto Rican songwriter, actor, producer and director Lin-Manuel Miranda to authentically capture the Island's Boricua spirit.
- **Return the Love Initiative**: As part of its commitment to responsible tourism, Discover Puerto Rico expanded its ***Return the Love*** platform throughout 2025, building on the Live Boricua campaign through emotionally resonant and educational storytelling that encourages respectful visitation.
  - The initiative launched in February with Love Letter from Puerto Rico, featuring Puerto Rican actor and producer Amaury Nolasco, followed by an April

educational continuation spotlighting local tourism experts and practical guidance for responsible travel.

  - In June, the platform evolved further with a campaign starring Puerto Rican Major League Baseball player Kiké Hernández, blending music, sports, and culture to invite visitors to experience Puerto Rico as thoughtful guests deeply connected to the Island's traditions and spirit.

- **The Green Path**: Launched in April, ***The Green Path*** is an interactive microsite empowering visitors to become certified Responsible Travelers through immersive, sustainability rooted storytelling and educational content. Designed to make responsible travel personal and actionable, the platform supports the long-term preservation of Puerto Rico's natural, cultural, and historical assets, with new experiences and stories added over time.
- **Beyond Tourism:** Expanding beyond traditional tourism marketing, Discover Puerto Rico continued to meet audiences where they are, on the field, online, and in everyday life.
  - In October, Discover Puerto Rico wrapped ***Puerto Rico's Day at the Ballpark***, a multi-city cultural celebration honoring the Island's 127-year baseball legacy and legendary players while immersing fans in Puerto Rican culture through in-stadium experiences, gastronomy, and community engagement. Since its debut in 2023, the series has evolved into a marquee cultural sports activation, reaching millions of fans across major league ballparks and extending the spirit of "Live Boricua" nationwide.
  - Closing out the year during the Island's most festive time, Discover Puerto Rico launched its ***Mi Casa, Mi Navidad***, a digital, interactive campaign celebrating Puerto Rico as the true home of Christmas traditions. Developed in partnership with local Boricua artists, the platform brought to life the Island's famously long holiday season, inviting travelers to reconnect with joy, belonging, and the spirit of togetherness.
- **Cultural Moments with Global Reach:** In 2025, Puerto Rico stood at the center of global cultural conversation, including landmark music moments that spotlighted Boricua identity and creativity on an international stage. As Puerto Rico gained unprecedented global visibility in 2025, Discover Puerto Rico strategically positioned the Island to capture tourism demand through timely, culturally rooted campaigns and partnerships. By leveraging this heightened interest,

Discover Puerto Rico reinforced Puerto Rico's position as a premier cultural destination and deepened travelers' connection to the Island's authentic Boricua spirit.

Building on 2025's success, Discover Puerto Rico continues to advance forward-thinking strategies and champion conscious travel in 2026. The Island anticipates a new marketing initiative for national and international markets focused on highlighting a profound sense of reconnection on the island, a robust pipeline of new hotel openings with a strong emphasis on luxury, and a dynamic calendar of major sports and cultural events. Through strategic marketing and destination partnerships, Discover Puerto Rico will position Puerto Rico to capitalize on continued global interest, including anticipated events, such as World Baseball Classic, the Puerto Rico Challenge, Puerto Rico Open, and recognized industry events like PCMA Business Events Summit, among others.

With no passport, currency exchange, or international phone plan required for U.S. citizens, Puerto Rico offers a uniquely seamless travel experience. Travelers are invited to discover an effortless blend of vibrant culture, breathtaking beaches, exceptional gastronomy, and unforgettable adventures, all infused with the Island's signature Boricua spirit.

For more details on the performance of Puerto Rico's travel and tourism industry, visit www.discoverpuertorico.com/industry.

###

About Discover Puerto Rico

Discover Puerto Rico is a private, not-for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO brings prosperity to the people of Puerto Rico by collaboratively promoting the Island's diversity and uniqueness for leisure and business travel, and events. It is responsible for all global marketing, sales, and promotion of the destination and works collaboratively with key local governmental and nongovernmental players throughout Puerto Rico's visitor economy and the community at large, to empower economic growth. To discover all the beauty the Island has to offer, visit DiscoverPuertoRico.com.