



Discover Puerto Rico Reports Record First-Quarter 2026 Results and Forecasts a Strong Summer Travel Season

San Juan, Puerto Rico, April 27, 2026 — **Discover Puerto Rico**, the island’s **Destination Marketing Organization (DMO)** announced that the Island is entering the summer 2026 season with strong tourism momentum, following an outstanding first quarter that underscores the destination’s strength, diversification, and competitiveness.

Key performance indicators include record lodging demand, higher tourism revenues, sustained growth in international markets, and positive booking trends for the months ahead. These results further position tourism as one of Puerto Rico’s leading drivers of economic development. “The strength of our first-quarter results confirms that Puerto Rico continues to build extraordinary and well-diversified tourism momentum heading into summer”, said **Jorge L. Pérez, CEO of Discover Puerto Rico**. “We are seeing how a consistent strategy centered on marketing, air connectivity, and international promotion is translating into more visitors, longer stays, and greater economic impact for communities and businesses across the Island”.

During the period, total lodging demand increased **8% year over year**. Puerto Rico also closed 2025 with **7.9 million room nights sold**, representing **109% growth compared to 2019**. Lodging revenue reached **\$1.99 billion**, the highest figure ever recorded in the destination’s history.

Looking ahead to summer, forward booking data shows **9% to 16% more hotel room nights already reserved through July**, while short-term rentals are also maintaining healthy pace. These trends point to a strong season driven by travelers seeking authentic experiences, air access, vibrant culture, and world-class hospitality.

As part of its strategy to capitalize on this momentum, Discover Puerto Rico recently launched its new marketing and advertising campaign, “**Awaken Your Senses**,” designed to inspire new travelers to discover the Island’s rich multisensory appeal through its gastronomy, music, nature, culture, and unique identity. The initiative aims to increase Puerto Rico’s consideration in key markets, drive travel intent, and continue converting global interest into visits, longer stays, and stronger economic impact.

Market diversification continues to deliver results. Arrivals from **Europe increased 17%**, while **South America grew 28%**, reflecting the success of efforts to expand Puerto Rico’s reach beyond its traditional markets. New international routes continue to strengthen connectivity with Latin America and Europe. Tourism’s economic impact is also evident in jobs and tax revenues. The leisure and hospitality sector reached a record **102,500 jobs in December 2025**, while **room tax collections surpassed \$153 million**, more than double 2019 levels.

“We remain cautiously optimistic,” Pérez stated. “We recognize that external factors, including geopolitical developments and global economic conditions, can influence the industry. Nevertheless, Puerto Rico has a strong foundation on which to continue building tourism growth, supported by increased global visibility and a truly unique cultural offering”, he added.

Discover Puerto Rico also reiterated the importance of continually elevating the visitor experience so that every traveler becomes an ambassador for the destination through recommendations and repeat visits.

In summary, Puerto Rico enters the summer season with historic results, healthy demand, and a robust tourism industry that continues to generate economic benefits, jobs, and opportunities for communities and businesses across the Island.

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