



Discover Puerto Rico Announces New AI Agents to Connect Travelers and Meeting Planners with Island Businesses

Powered by Satisfi Labs, the new AI experience will turn conversations with travelers and meeting planners into personalized recommendations and measurable referrals for Puerto Rico tourism businesses.

SAN JUAN, Puerto Rico, September 25, 2026 – Discover Puerto Rico, the Island's official destination marketing organization (DMO), today announced it has engaged [Satisfi Labs](#) to develop a new AI-powered experience and intent-matching platform for [DiscoverPuertoRico.com](#). Designed for both leisure travelers and meeting and event planners, the platform will turn natural-language conversations into personalized recommendations and qualified referrals to relevant, vetted tourism businesses across the Island.

At the heart of the platform is a simple goal: to make it easier for travelers and meeting planners to find the Puerto Rico businesses that best fit what they are looking for. By understanding a user's specific needs and interests, the experience is designed to move beyond general inspiration and create more direct opportunities for businesses across the Island to be discovered.

The AI agents for Discover Puerto Rico will be grounded in the Island's own verified sources of truth instead of relying on information drawn from the open web. Satisfi Forward, the company's forward-deployed engineering and operations team, will connect those agents to Discover Puerto Rico's proprietary data sources across its website and marketing channels.

The experience starts with AI agents branded for Discover Puerto Rico that welcome and guide each audience. They interpret what each traveler or planner is seeking, and a proprietary data and matching layer then connects those needs with specific Puerto Rico hotels, meeting spaces, attractions, destination management companies, and other tourism businesses.

"Puerto Rico's tourism industry is powered by businesses with incredible stories, experiences and expertise, but travelers do not always know how to find the ones that are right for them," said **Storm Tussey, Chief Marketing Officer of Discover Puerto Rico**. "This platform is designed to close that gap by listening to what someone is actually looking for and connecting them with the Puerto Rico business best equipped to deliver it. For us, the goal is not simply to answer more questions. It is to turn those conversations into meaningful opportunities across the Island."

Discover Puerto Rico will launch with agents built for two audiences. Leisure travelers will be matched with experiences, accommodations, and businesses based on their interests and preferences. Meeting and event planners will receive recommendations based on their program requirements, including venue and hotel needs, logistics and destination services.

"Every destination has its own systems, data, and partners, and having a world-class visitor experience only happens when it connects to all of them," said **Dan Flores, Head of Tourism at Satisfi Labs**. "Our Forward team will work hand in hand with Discover Puerto Rico to connect its data sources, bring in new data as it is added, and integrate agents into its new website rather than layering them on top. That will give travelers an experience that reflects how the destination actually operates."

From Conversation to Opportunity

The goal is not to keep users inside a chatbot for as long as possible. Each interaction will be designed to move the traveler or planner toward a specific, relevant Island business, with qualified referrals serving as an initial measure of success. Through Satisfi Labs' Agent Performance Console, Discover Puerto Rico will assess how effectively the agents create those connections, while building a foundation for more advanced partner-level attribution as the platform evolves.

Discover Puerto Rico will maintain control of its knowledge graph, conversation data, and intent signals. This will allow the organization to continue improving how the agents understand traveler and planner needs, refine how those needs are matched with Island businesses and preserve that intelligence as the platform evolves.

The knowledge graph will also be structured to make Discover Puerto Rico's verified destination information more discoverable and citation-ready for external AI assistants and travel-planning tools. As trip planning increasingly begins outside destination websites, this approach is intended to help Puerto Rico remain visible and accurately represented in those conversations.

Reflecting Discover Puerto Rico's "Awaken Your Senses" campaign, the platform will serve as a digital introduction to the culture, warmth, and hospitality of the Island from the earliest stages of travel or event planning. It is expected to launch on DiscoverPuertoRico.com in Q1 2027.

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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.

About Satisfi Labs

Satisfi Labs is a premier Agentic AI platform designed to transform customer engagement for destinations and experiences. The company serves nearly 800 clients across sports, entertainment, and tourism, providing AI agents, conversational journey management, and integrated inbound and outbound messaging solutions. Satisfi Labs is backed by Google, Major League Baseball, Level Equity, Techstars, and Florida Funders. For more information, visit www.satisfilabs.com.