



DISCOVER
Puerto Rico
PUERTO RICO TOURISM 2020:
OUR BUSTER DOUGLAS
MOMENT
FEBRUARY 26, 2020

ABOUT DPR

March
2017

Act 17-2017 Passed

August
2017

DMO Board Appointed

February
2018

10 Year Contract with Government

February
2018

\$25 Million Annual Funding
Level Established

July
2018

DMO Operations Begins

AGREEMENT

FOR

DESTINATION MARKETING SERVICES

BETWEEN

THE PUERTO RICO TOURISM COMPANY

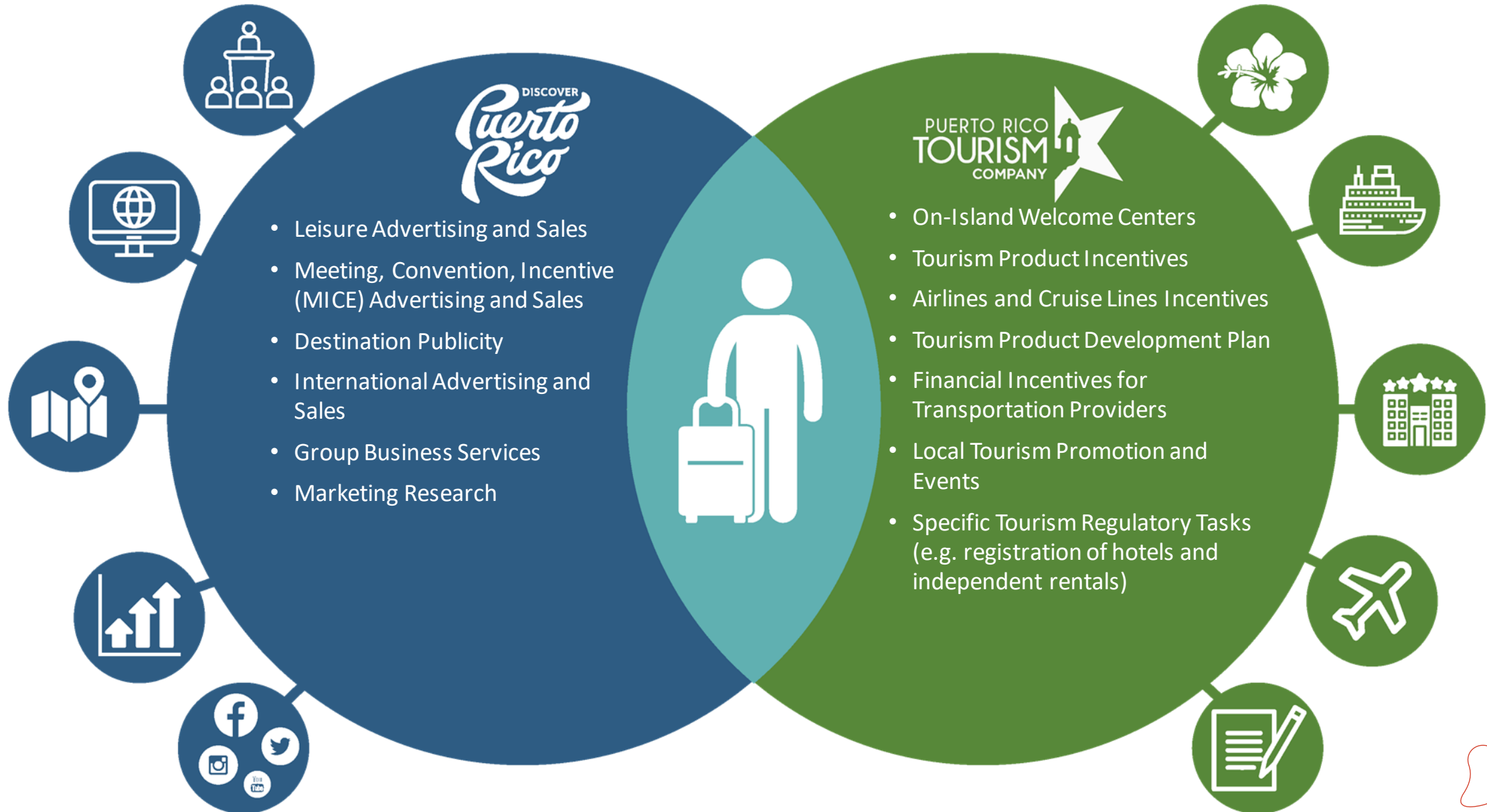
AND

CORPORACIÓN PARA LA PROMOCIÓN DE PUERTO RICO
COMO DESTINO, INC.

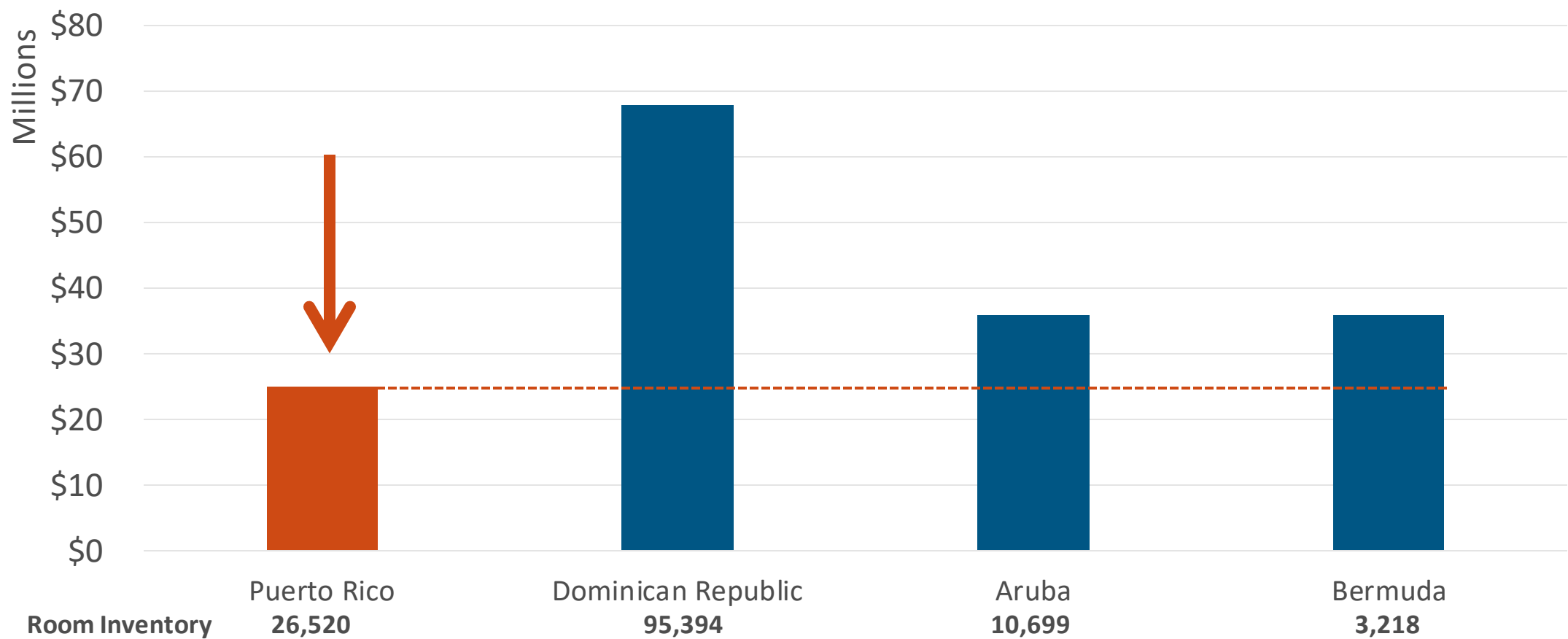
PURSUANT TO ARTICLE 8 OF ACT 17-2017

FEBRUARY 28, 2018

DUAL ROLES



DESTINATIONS PROMOTION BUDGET



STRATEGIC OBJECTIVES

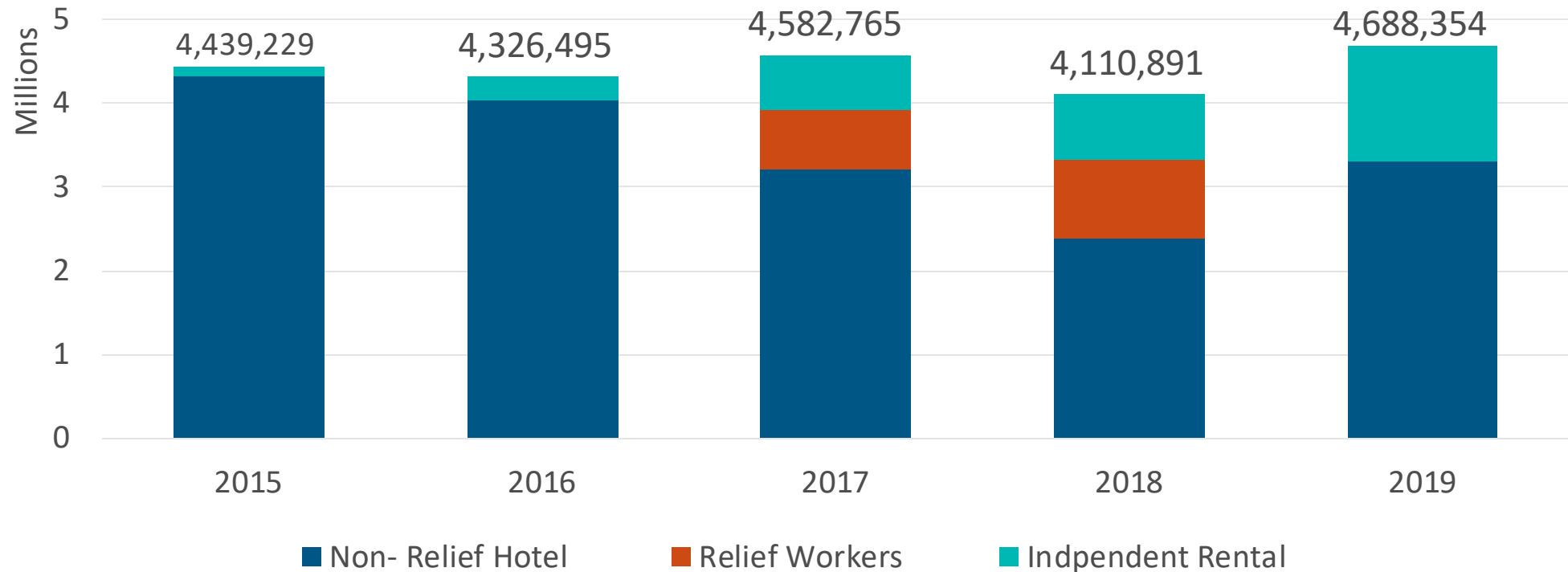




DISCOVER PUERTO RICO BY NUMBERS

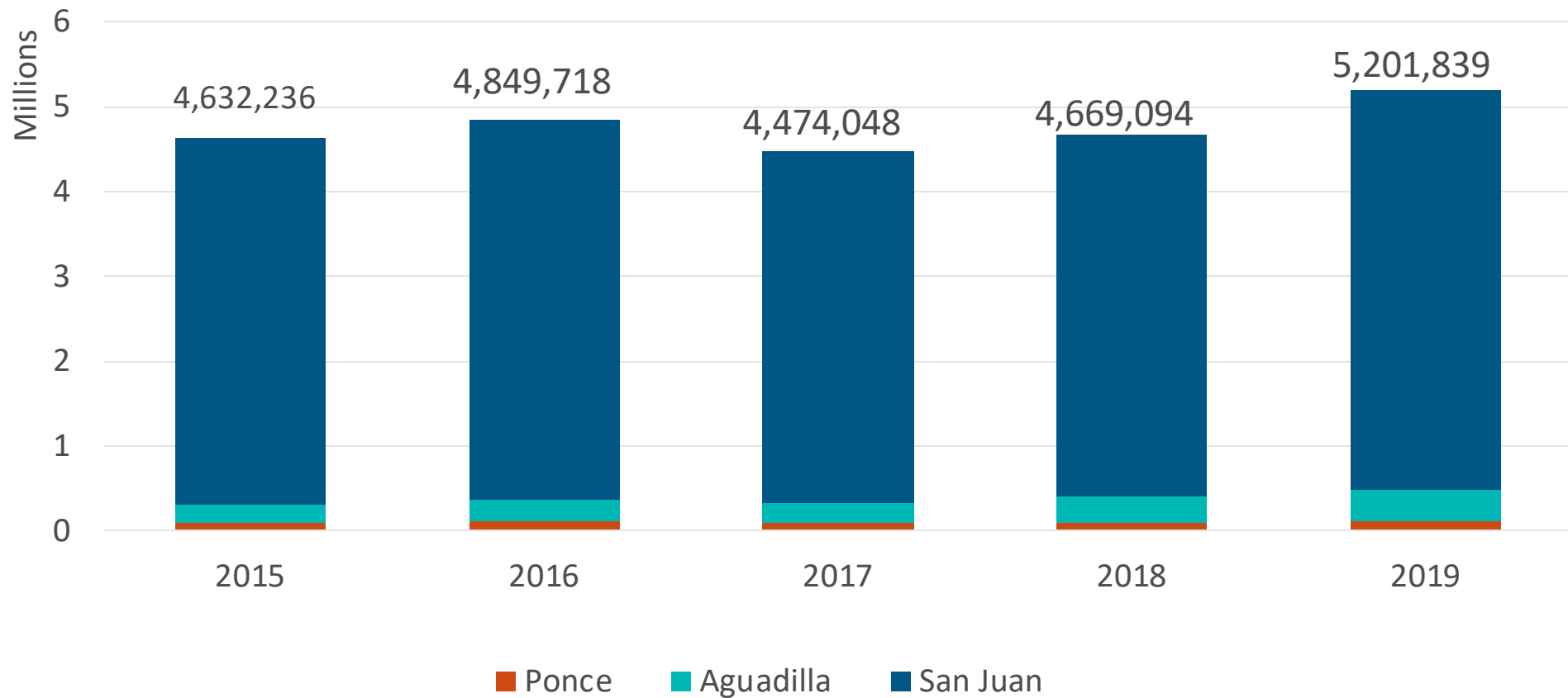
LODGING DEMAND JAN-DEC

Exceeds **Pre-María** Levels



AIRPORT ARRIVALS JAN-DEC

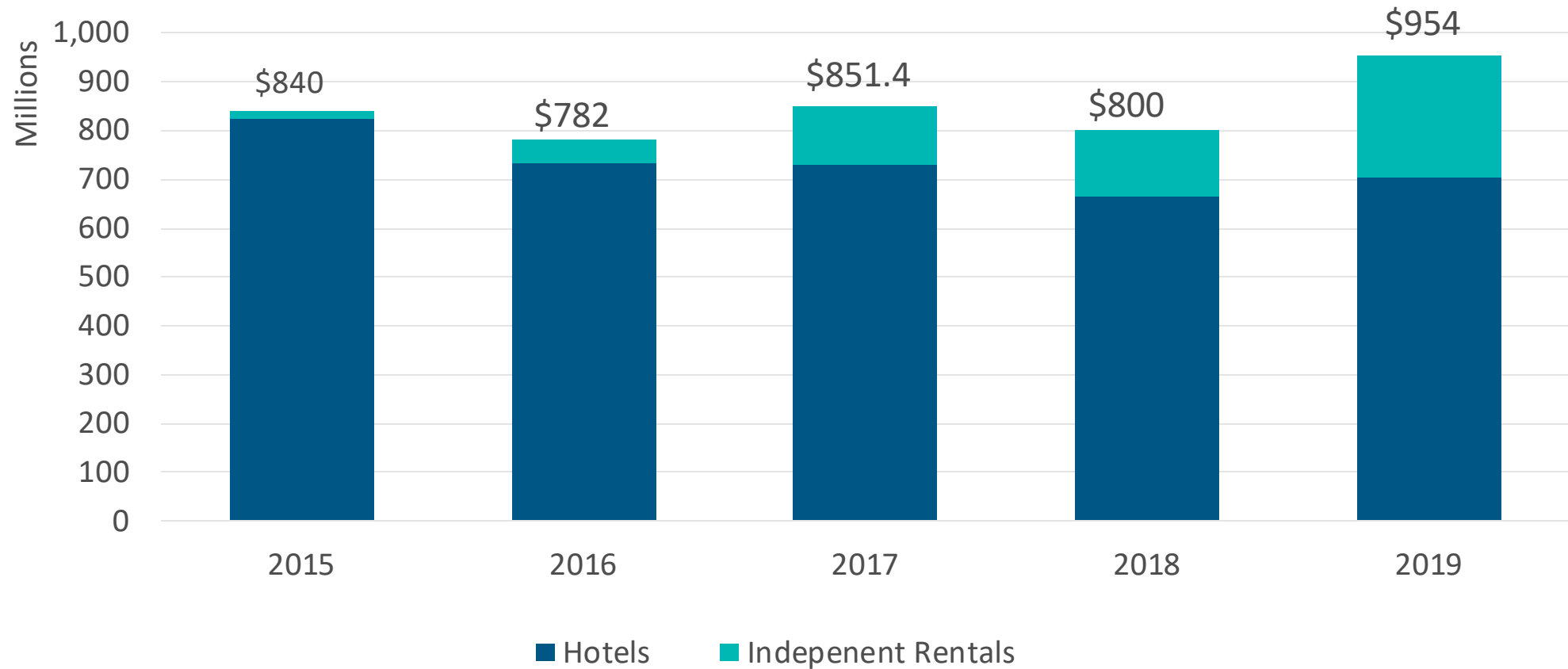
4.7 Million
SJU passengers in 2019



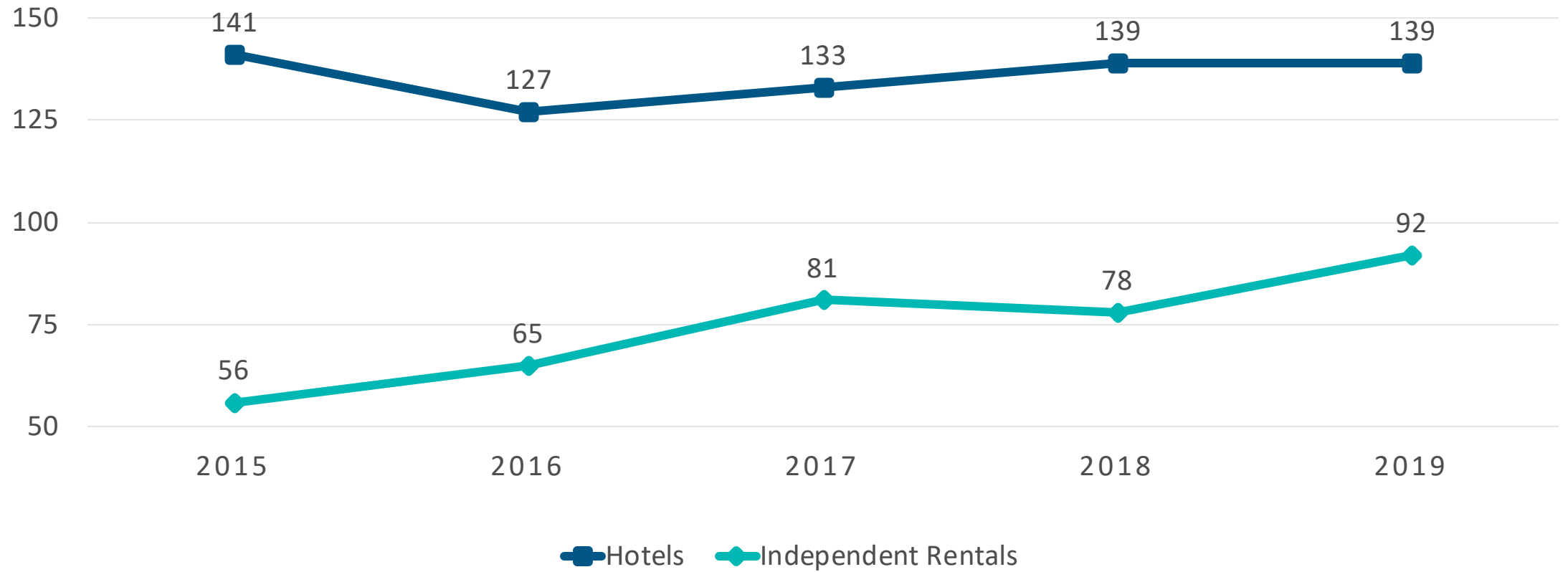
Source: Aerostar, Autoridad de Puertos

LODGING REVENUE

JAN-DEC

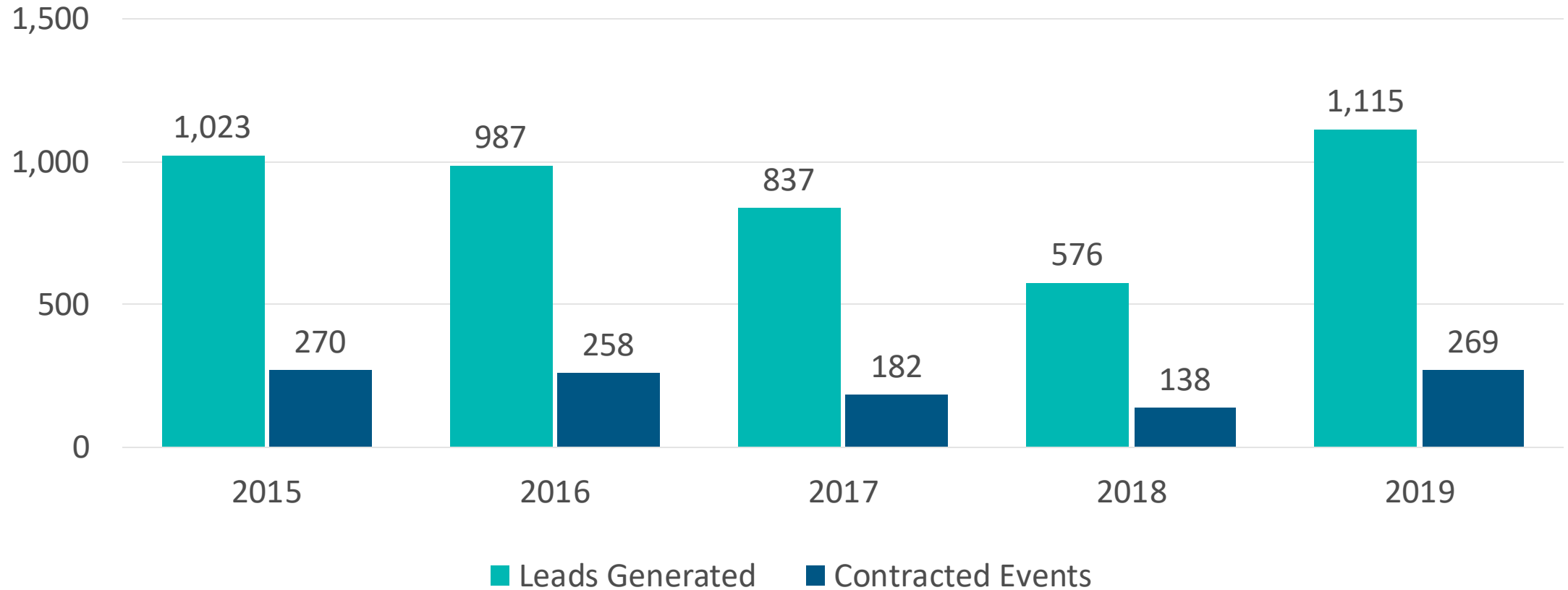


RevPAR JAN-DEC

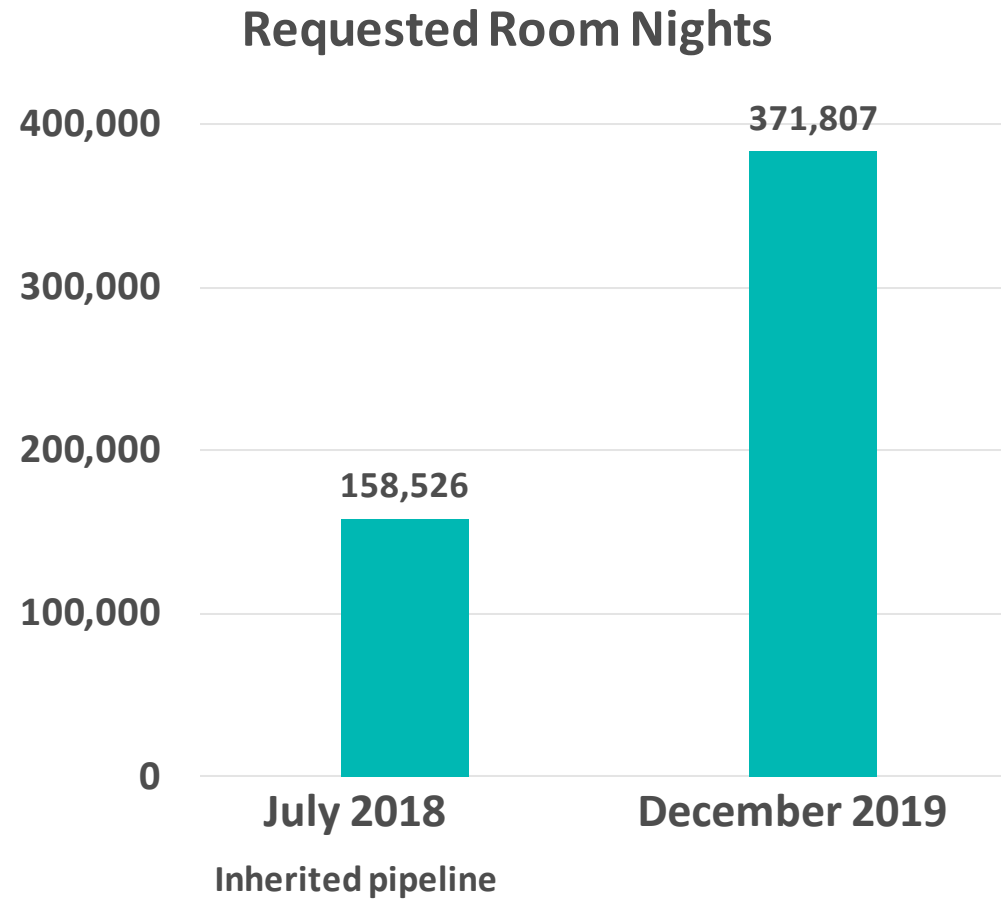


MEETINGS AND CONVENTIONS JAN-DEC

\$122.8 Million
Economic Impact



FUTURE SALES PIPELINE



OFF ISLAND POSITIVE PUBLICITY

JAN-DEC 2019

Earned Media value

\$ 158,127,924

Total Impressions

8,981,848,504

2019 WAS A GOOD YEAR

LODGING DEMAND

AIRPORT ARRIVALS

LODGING REVENUE

RevPAR

MEETINGS & CONVENTIONS

**HIGH
PERFORMANCE,
ACCOUNTABILITY &
TRANSPARENCY**



BUSINESS INTELLIGENCE



Brand Development Research

- Brand Health quantitative
- Brand Mark qualitative
- Campaign Development qualitative

Niche Product Research

- Golf
- LGBTQ
- Luxury

Economic Impact

- Baseline Metrics for Volume, Spending & GDP
- Hurricane Impact

Industry Performance

- STR Hotel Data
- AirDNA Independent Rental Data
- TravelClick Demand 360
- ARC Global Agency Pro
- VisaVue

Campaign Performance

- Adara Impact
- Arrivalist A3

Meetings & Conventions

- Post-Maria Perceptions
- Lost Business
- Post Convention/Events
- Post FAM/Site Selection

Travel Advisors

- TravelClick Agency360
- Perception

simpleview 



TravelClick
an amadeus company

AIRDNA



VisaVue[®]
Travel
Real-World Intelligence
For The Tourism Industry



TRANSPARENCY

PuertoRicoDMO.com

- Events Calendar
- BOD Minutes
- Presentations
- Financial Audits
- Contracts
- Request For Proposals



Engagement

- Quarterly Industry Update Meetings
- Monthly Results Dashboard
- Regional Roundtables
- Newsletters
- Industry Social Media Channels
- Meeting with Municipalities

GOVERNMENT INVESTMENT IN DMO

\$25,000,000*

*Room Tax collection

Leisure Travel Revenue Generated
from DPR advertising:

\$2,316,766,952

Meetings and Conventions Sales
contracted by DPR:

\$121,923,920

Future Meetings and Conventions
Sales Pipeline:

\$320,000,000

Positive Publicity Generated:

\$158,127,924

Tax Revenue Generated:

\$170,708,361

RETURN ON INVESTMENT

ECONOMIC
IMPACT ROI

\$98:1

TAX COLLECTION
ROI

\$7:1

ALIGNMENT WITH PUERTO RICO #FIRSTGOALS

The Transforming Puerto Rico Initiative



- Starting Businesses
- Robust Economic Development
- New Jobs
- Increase The Labor Participation
- Transferring to the Private Sector
Operations that can be performed more
efficiently
- Increase median household income

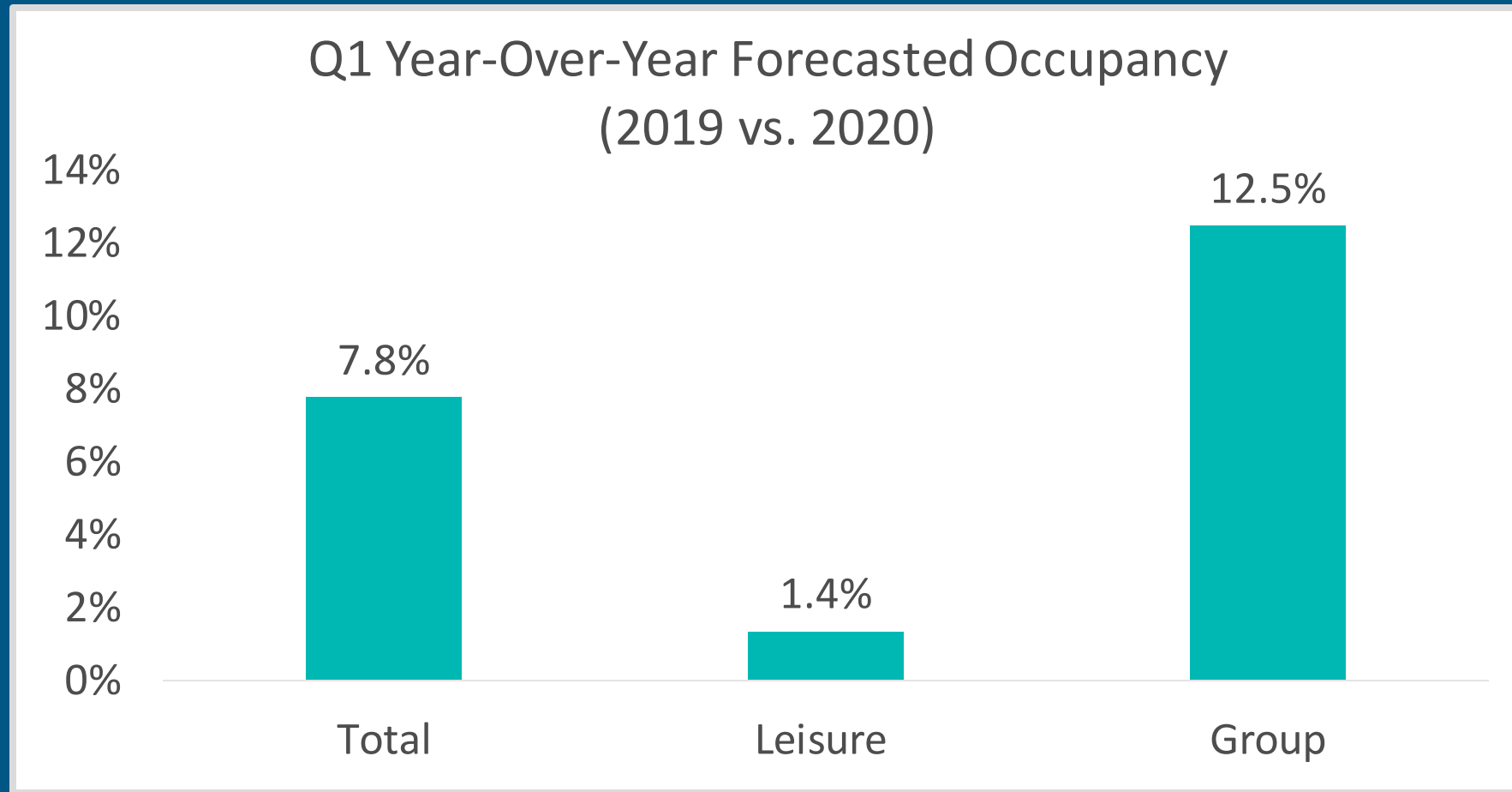


DISCOVER
Puerto Rico
2020:

OUR BUSTER
DOUGLAS
MOMENT



Q1 2020 FORECAST AS OF JANUARY 1ST



Accuracy and
Perspective

Open for
Tourism

Immediate
Impact

OPEN FOR TOURISM



POST-EARTHQUAKE OUTREACH

MICE Post-Earthquake Recovery Efforts

- PCMA - inclusion in three e-blasts to their members.
- ASAE - complimentary banner ads and one print ad in February
- IAEE - posted updates on their social channels.
- MPI - inclusion in MPI News Brief & MPI Pulse.
- HelmsBriscoe - inclusion in January Partner Buzz
- Association Forum - posted our update/map on their LinkedIn page.
- Meeting Planner Testimonials – we interviewed meeting planners in Puerto Rico in January – and produced (so far) four completed testimonial videos that are being pushed out by the sales team and on the meetings social channels.

Partnership and Meetings Media

- Developed new meetings creative to incorporate the new Go campaign.
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Leisure Post-Earthquake Recovery Efforts

- ASTA - included in ASTA Travel Advisory Daily to their members
- TravelAlliance - inclusion twice in Travel Pulse Daily and Travel Pulse Canada
- Virtuoso – inclusion in Virtuoso Focus E-Blast to their members
- IATA Agent Experience – inclusion of FAQ message to accredited 122,000 travel agents worldwide
- ALG / VAX Access – inclusion of FAQ message in booking platform for 100,000 travel agents
- Flight Centre – inclusion of FAQ message to 102 Liberty Travel offices
- AAA – Notified of FAQ for distribution to all offices
- E-blast to 72 Wholesale accounts worldwide
- Implementation of Destination Promotion with key partner accounts: Expedia, Priceline, Hotelbeds, AA Vacations, Delta Vacations, Jet Blue Vacations, SouthWest Vacations, United Vacations, FunJet, Travel Impressions, Flight Centre

Tradeshows

- PCMA – January 5-8 (we began conversations with our PCMA reps there, since the earthquakes happened that week).
- Destination Showcase – February 5
- Global Pharmaceutical Meetings Summit – Feb 10-12
- CHTA Press Conference and negotiation with key accounts for placement of Destination Promotion (Leisure)

MEGA Fam scheduled for April 19 – 22, 2020

Package promotion with PRHTA

IMMEDIATE IMPACT

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Puerto Rico

