



DISCOVER
Puerto Rico

PUERTO RICO TOURISM: A BRIGHT FUTURE

BRAD DEAN, CEO

Presentation for: Mortgage Bankers Association of Puerto Rico

June 14, 2019

MARKET UPDATE



14,000+ Hotel Rooms Available



4,000 Restaurants Open



10,000+ AirBNB Units Available



189 Attractions Open



110 Daily Flights Via 24 Airlines



17 Golf Courses Open

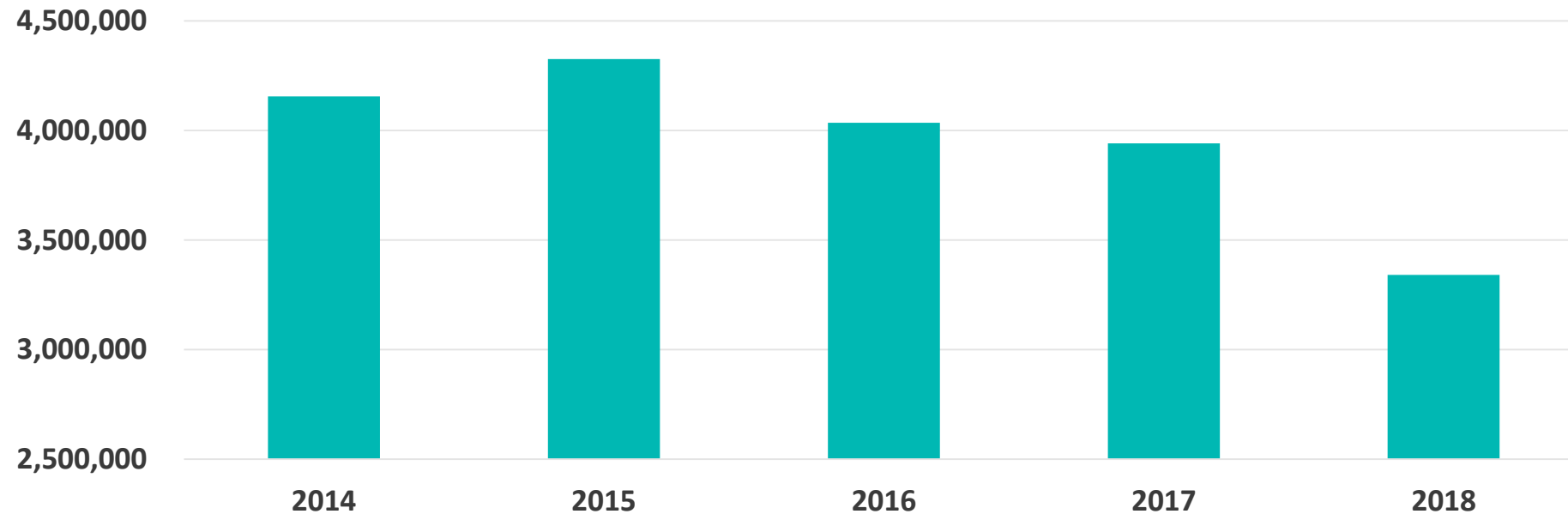


13 Cruise Ships Homeporting



16 Casinos Open

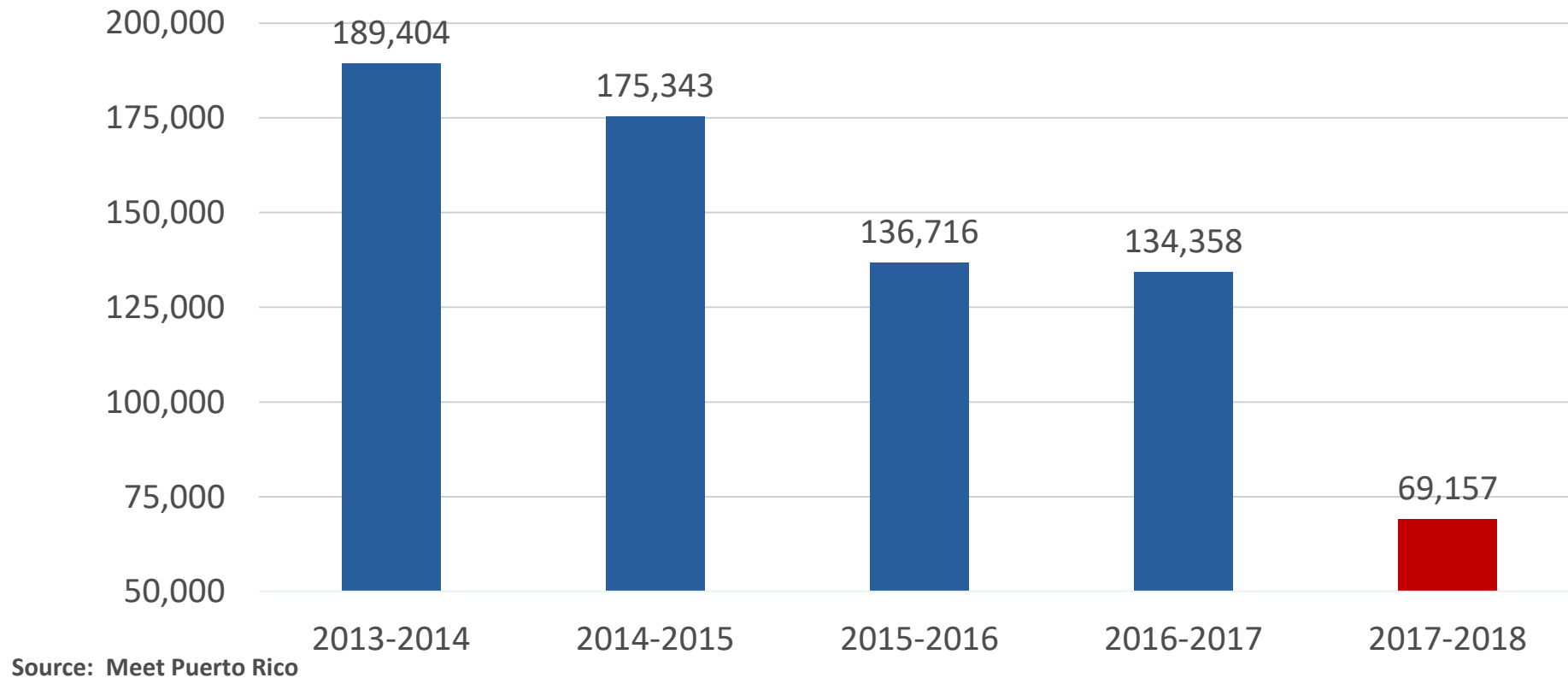
LEISURE DEMAND IN DECLINE



LEISURE DEMAND DOWN 20% FROM PRE-MARIA AVG

MEETINGS/CONVENTIONS IN DECLINE

Meet Puerto Rico Definite Room Nights



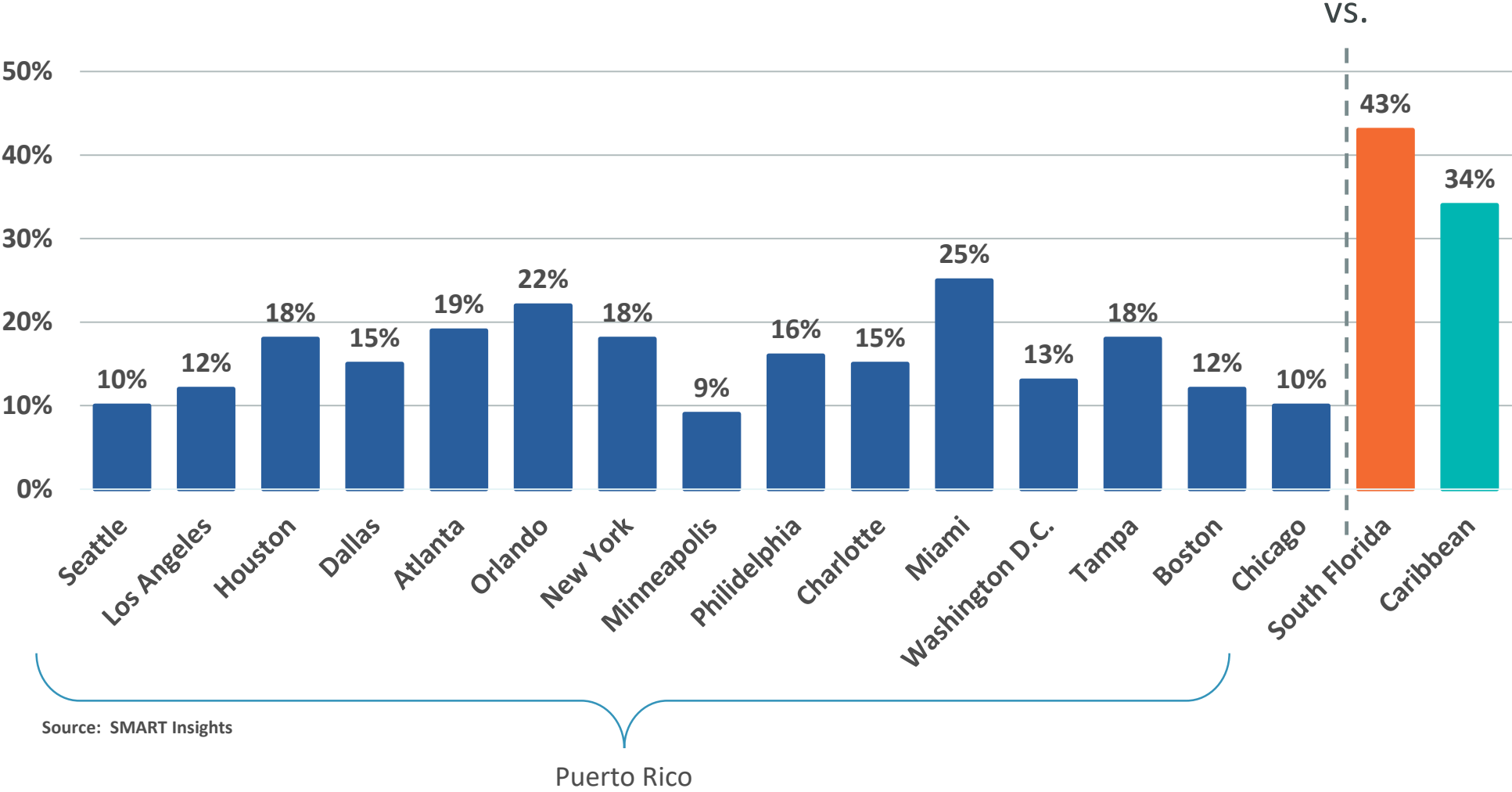
MEETINGS & CONVENTIONS BUSINESS DISAPPEARING

POST KATRINA RECOVERY



Source: Smith Travel Research, New Orleans French Quarter

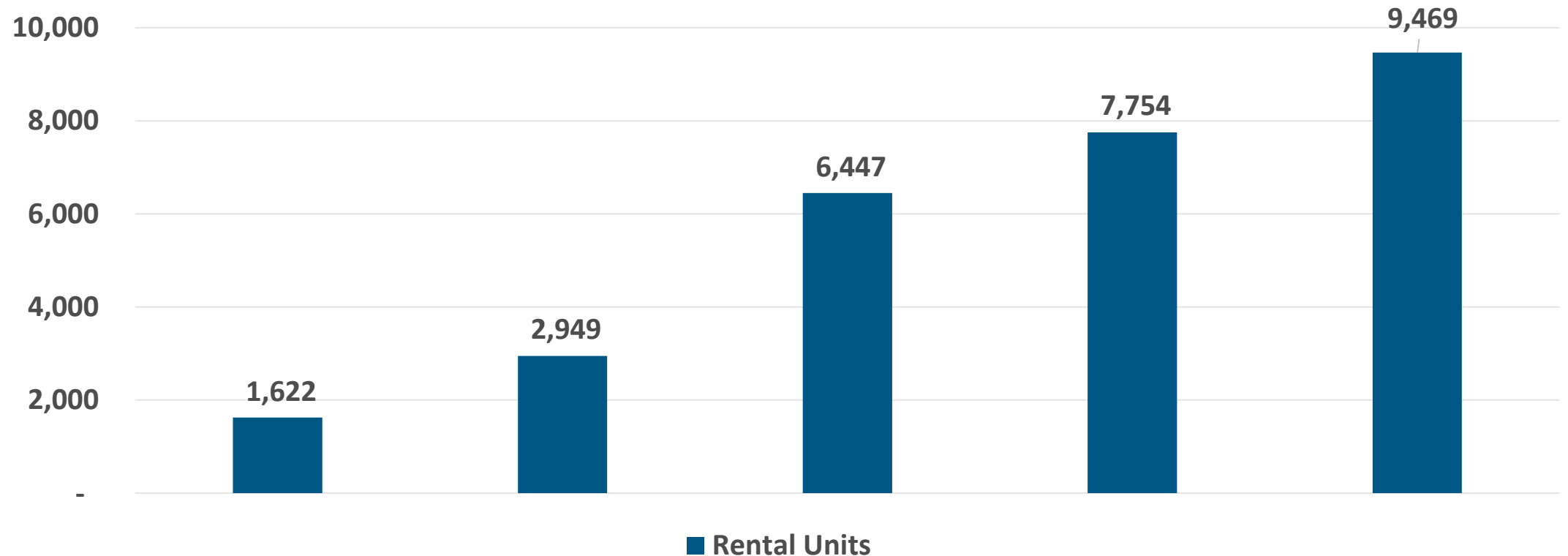
LIKELIHOOD OF VISITATION



TREMENDOUS OPPORTUNITY TO GROW DEMAND

INDEPENDENT RENTAL INVENTORY

MARCH YOY 2015-2019



DISCOVER PUERTO RICO

Mission

Become a transformational, results-oriented and innovative Destination Marketing Organization, powering sustainable economic growth.

Vision

Bring prosperity to Puerto Rico by collaboratively positioning our diverse and unique island as a premier destination for leisure, business and events.

Our Values

- ✓ Agile
- ✓ Collaborative
- ✓ Innovative
- ✓ Results-Oriented
- ✓ Transparent
- ✓ Learning & Leading
- ✓ Honest, Integrity, Professionalism
- ✓ Winning

DISCOVER PUERTO RICO



- Opened July 1, 2018
- 45 Employees
- Promote the Entire Island
- Responsible for All Off-Island Sales, Promotion & Publicity of Tourism
 - Advertising
 - Publicity
 - Leisure Sales
 - Meetings & Convention Sales & Services
 - Incentive Sales
 - Travel Agents, OTAs and Wholesalers
 - Research

STRATEGIC OBJECTIVES



**Economic
Growth**



**Brand
Health**



**Organizational
Excellence**

STRATEGIC ADVISORY BOARD

Travel Brands

jetBlue

DELTA
AIR LINES

Marriott
INTERNATIONAL

Hilton
HOTELS & RESORTS

Meetings and Conventions

U.S. TRAVEL
ASSOCIATION

USA
VisitTheUSA.com

IAEE
International Association
of Exhibitions and Events

pcma
Professional Convention
Management Association

HB
HELMSBRISCOE

DESTINATIONS
INTERNATIONAL

asae
SOCIETY OF INDEPENDENT SHOW ORGANIZERS

SISO

Maritz GLOBAL EVENTS

Maritz TRAVEL

experient

mci

SMITHBUCKLIN

Consumers

SeaWorld

TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

tripadvisor

ABA
AMERICAN BAR ASSOCIATION

Skift

VIRTUOSO

wayblazer

simpleview

Local Vested Companies

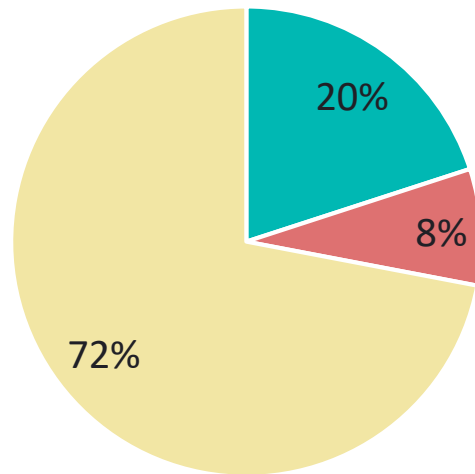
TOROVERDE
PUERTO RICO

BANCO
POPULAR

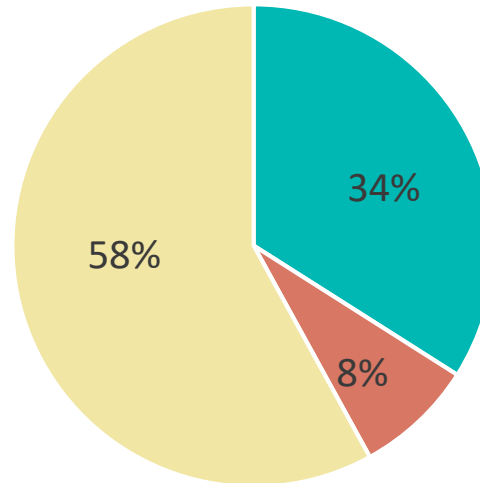
PMA PIETRANTONI MENDEZ
& ALVAREZ LLC

SYNERGY AND EFFICIENCY

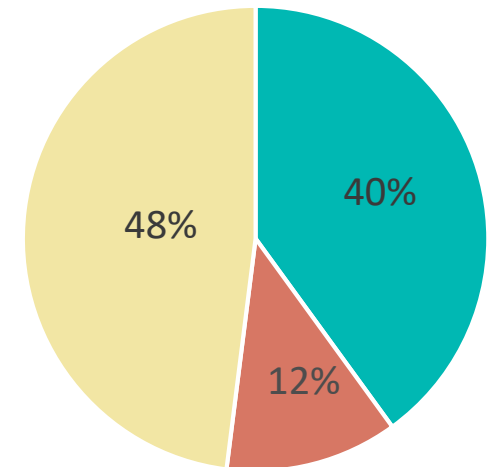
Discover Puerto Rico



DMOs \$20M-\$30M *



All DMOs *



■ Sales/Marketing/Promotion expenses

■ Payroll & related expenses

■ Adm./Operating expenses

* Based on Destinations International's 2017 Organizational & Financial Profile study.

PUERTO RICO TOURISM: 2019 & BEYOND

*“The best way to predict your future
is to create it.”*

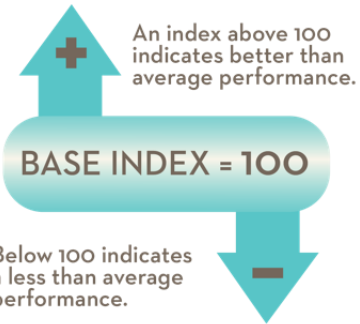
- President Abraham Lincoln




COMPETITIVE BRAND HEALTH

With less familiarity and past visitation, the image of Puerto Rico’s product is middle of the road in relation to the competitive set.

By evaluating each destination via an index, it becomes clear how individual competitors perform. Hawaii and the Caribbean perform best on many attributes, with South Florida’s product perceived as strong as well.

With many ratings around 100, Puerto Rico’s image is average.



PERFORMANCE MEASURES	
	Above average performance
	Average performance
	Below average performance

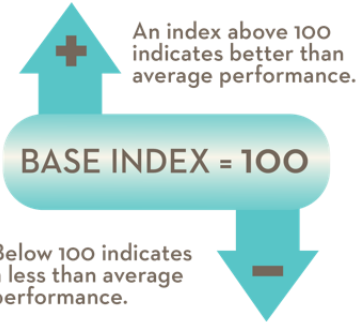
Has lots of natural, scenic beauty
Has excellent beaches
Has vibrant music
Is good for outdoor recreation
Is rich with cultural experiences
Is filled with history
Has lots of water sports
Has colorful arts and crafts
Has unique natural features such as rainforest and/or bioluminescent water
Has quality resorts and hotels
Allows me to relax and recharge
Is easy to get to
Has unique restaurants
Has interesting architecture
Is affordable
Is family friendly
Has lots of unique festivals
Offers good customer service
Is easy to get around once you’re there
Has great shopping
Has good museums and attractions
Is known for beer, wine or spirit production
Is safe

COMPETITIVE BRAND HEALTH

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PERFORMANCE MEASURES	
<div></div>	Above average performance
<div></div>	Average performance
<div></div>	Below average performance

	PUERTO RICO	CARIBBEAN	COSTA RICA	COLOMBIA	DOMINICAN REPUBLIC	HAWAII	MEXICO	SOUTH FLORIDA
Has lots of natural, scenic beauty	99	108	104	96	95	114	93	96
Has excellent beaches	97	112	99	86	97	114	95	107
Has vibrant music	100	109	95	95	94	102	100	99
Is good for outdoor recreation	98	110	103	88	96	114	93	105
Is rich with cultural experiences	100	105	98	96	94	110	101	92
Is filled with history	101	102	94	98	94	107	104	93
Has lots of water sports	98	112	98	84	97	115	92	109
Has colorful arts and crafts	100	107	98	96	95	106	100	96
Has unique natural features such as rainforest and/or bioluminescent water	100	110	106	98	95	114	91	85
Has quality resorts and hotels	97	112	98	85	94	118	97	110
Allows me to relax and recharge	98	114	101	85	98	115	91	103
Is easy to get to	102	107	95	84	95	81	103	116
Has unique restaurants	99	108	96	94	93	109	96	107
Has interesting architecture	101	106	93	99	93	101	102	98
Is affordable	103	102	100	96	101	80	103	100
Is family friendly	99	111	97	82	94	117	88	108
Has lots of unique festivals	100	106	97	98	95	104	98	101
Offers good customer service	98	111	99	89	96	114	92	106
Is easy to get around once you’re there	100	107	98	87	95	108	91	112
Has great shopping	98	110	94	93	91	109	95	115
Has good museums and attractions	99	102	97	96	93	109	98	107
Is known for beer, wine or spirit production	103	112	92	92	97	86	105	95
Is safe	99	111	103	79	93	129	74	112



CONSISTENCY OF MESSAGE



ONE STRONG,
UNIFIED BRAND

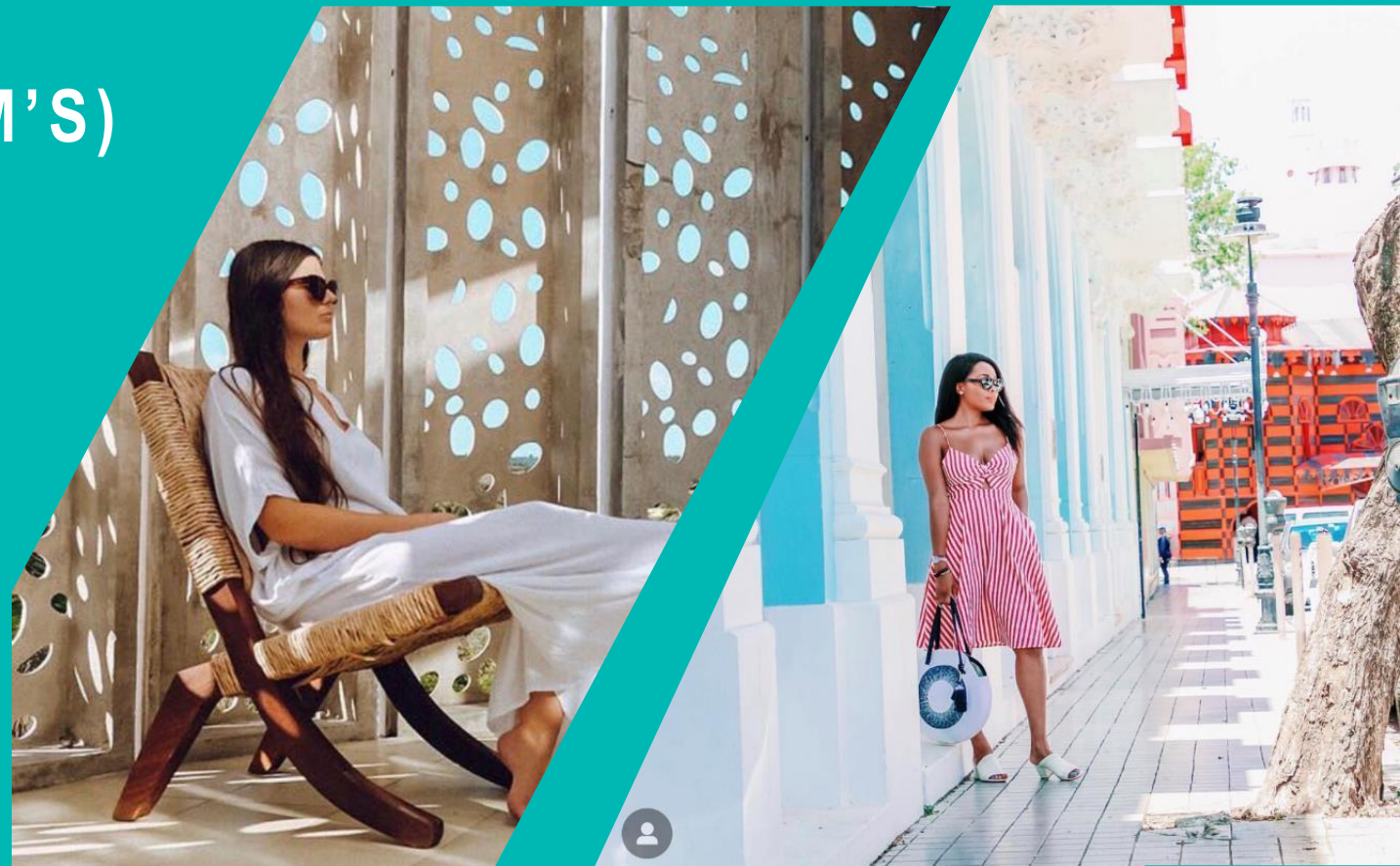






FAMILIARIZATION TRIPS (FAM'S) GOING BEYOND SAN JUAN

- 📍 Porta Caribe FAM August 9th – 13th, 2018
- 📍 Foodie's Paradise August 23rd – 26th, 2018
- 📍 Luxury FAM Nov. 15th – 18th, 2018
- 📍 Vieques FAM Dec. 15th – 18th, 2018
- 📍 Golf FAM Jan. 29th – Feb. 1st, 2019
- 📍 Adventure FAM March 1st – 4th, 2019



The New York Times

Why Puerto Rico Is No. 1
on Our Places to Go List



Hamilton



DISCOVER
Puerto Rico



Condé Nast
Traveler

The 19 Best Places To Visit In 2019

TRAVEL+
LEISURE

The 50 Best Places To Travel In 2019

Fodor's
Travel

Fodor's Go List 2019

NEW YORK POST

The 10 Best Places To Visit This Winter

BAZAAR

The 19 Best Places to Travel in 2019-

GQ

The 8 Most Recommended
Destinations to Travel in 2019

VOGUE

Here's Where To Travel In 2019

Forbes

The Best Caribbean Beaches For
2019: The Ultimate List

TOWN&COUNTRY

The Best Places To Travel in 2019

abc **GOOD MORNING AMERICA**

4 Can't Miss Trips For 2019

Robb Report

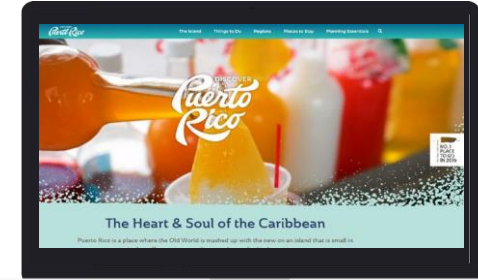
The 13 Best Places to Travel in 2019

THRILLIST

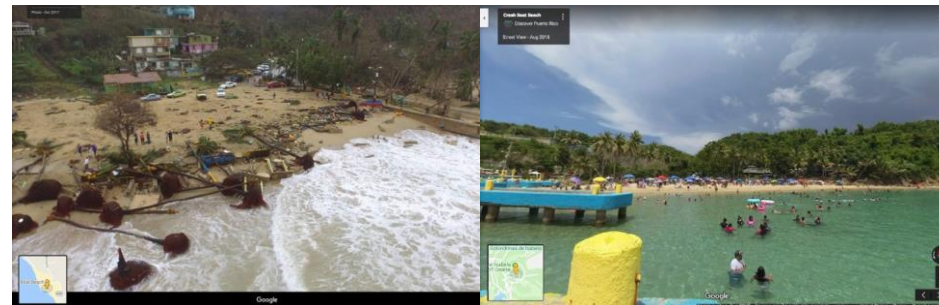
The 19 Best Places for a Big Trip in 2019



IMPROVED DIGITAL PRESENCE OF PUERTO RICO



- ✓ 6,000+ business listings
- ✓ 1,000+ new photos and videos
- ✓ 300 pieces of new content
- ✓ 78 Municipalities with customized content
- ✓ 8+ Million Photo views
- ✓ 937+ Photos uploaded into the Google Ecosystem
- ✓ In 10 locations: Ponce, Guánica, Lajas, Cabo Rojo, Mayagüez, Quebradillas, Isabela, Aguadilla, Rincón, and San Juan



DIGITAL MARKETING

MARCH-MAY*

WEBSITE

Pageviews	1,124,265
New Users	353,149
Organic Visits	122,014
Partner Referrals	37,410
Total Visits (Sessions)	464,983
Unique Visits (Users)	370,123

SOCIAL

Facebook:	
Monthly Reach:	14,695,419
Monthly Impressions:	18,615,332
Instagram:	
Average Reach:	33,241
Monthly Impressions:	3,212,989
Twitter:	
Monthly Impressions:	1,588,000

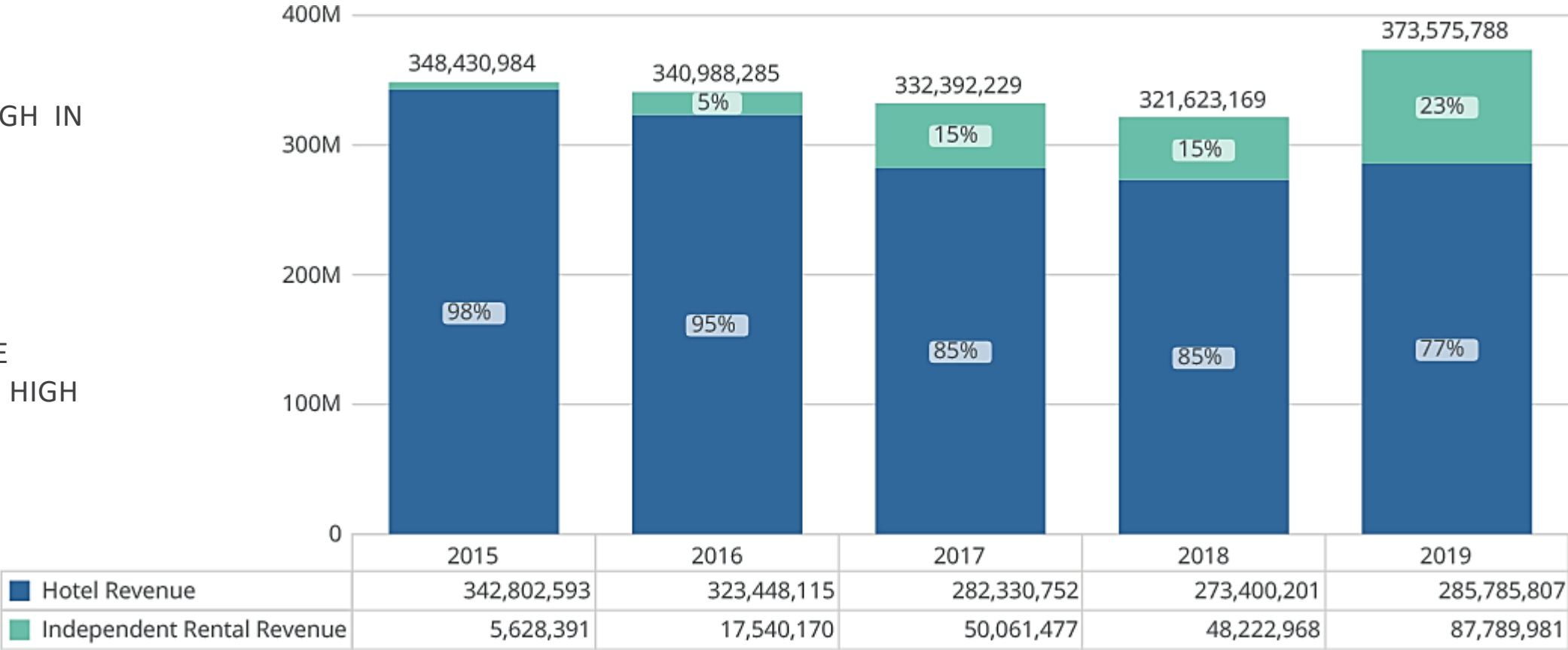
* Discover Puerto Rico Website
Launched February 2019

LODGING REVENUE

JAN 1, 2015- APRIL 30, 2019

7.2%
OVER RECORD HIGH IN
2015

670%
RENTAL INCREASE
FROM PREVIOUS HIGH
IN 2017



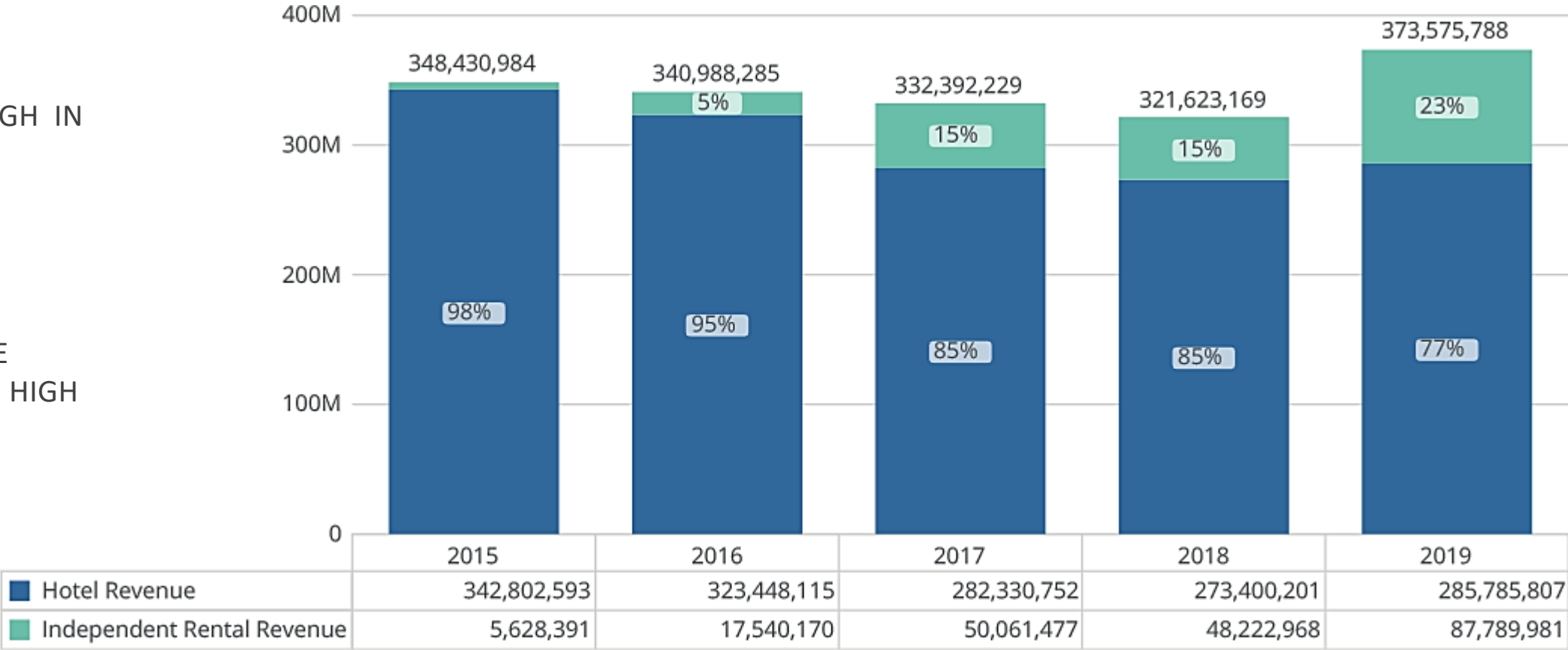
Source: Smith Travel Research + AirDNA

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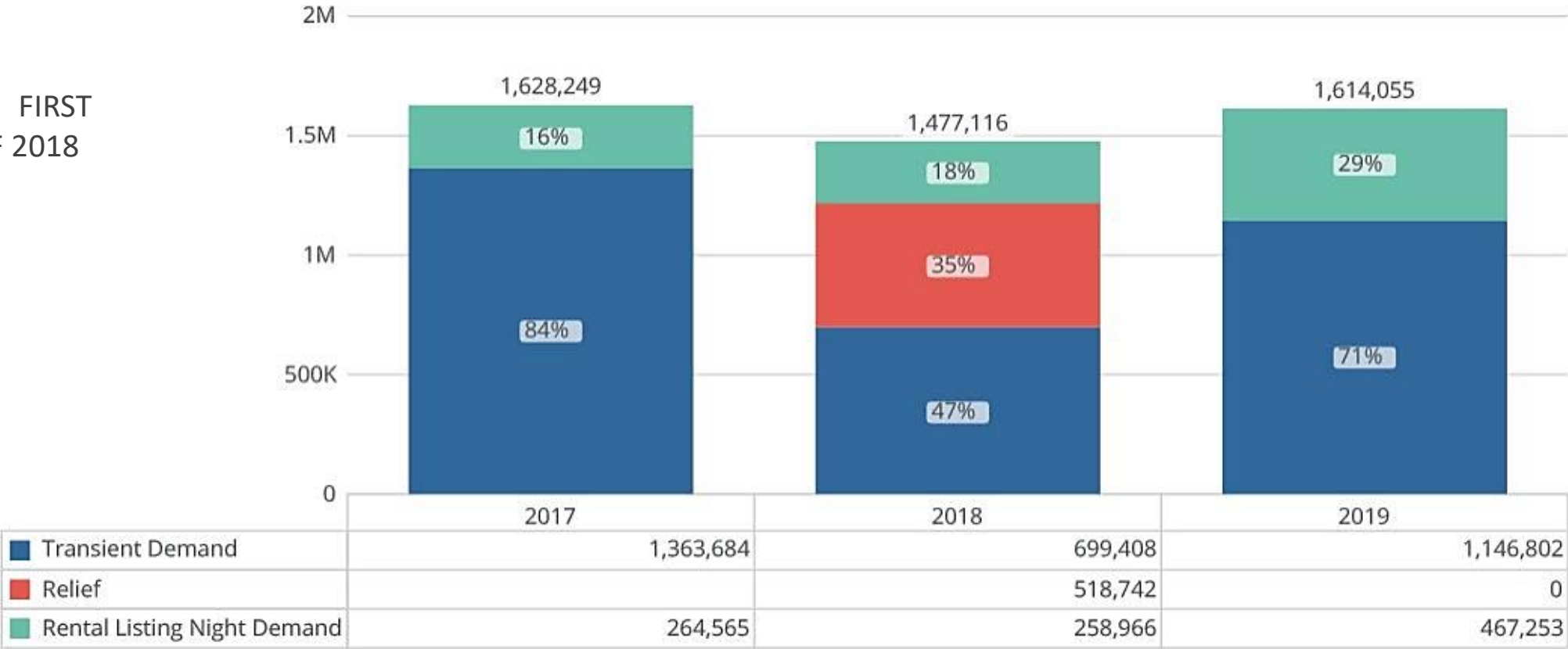
Source: Smith Travel Research + AirDNA

ADJUSTED BOOKED NIGHTS

JAN 1, 2017- APRIL 30, 2019

35%

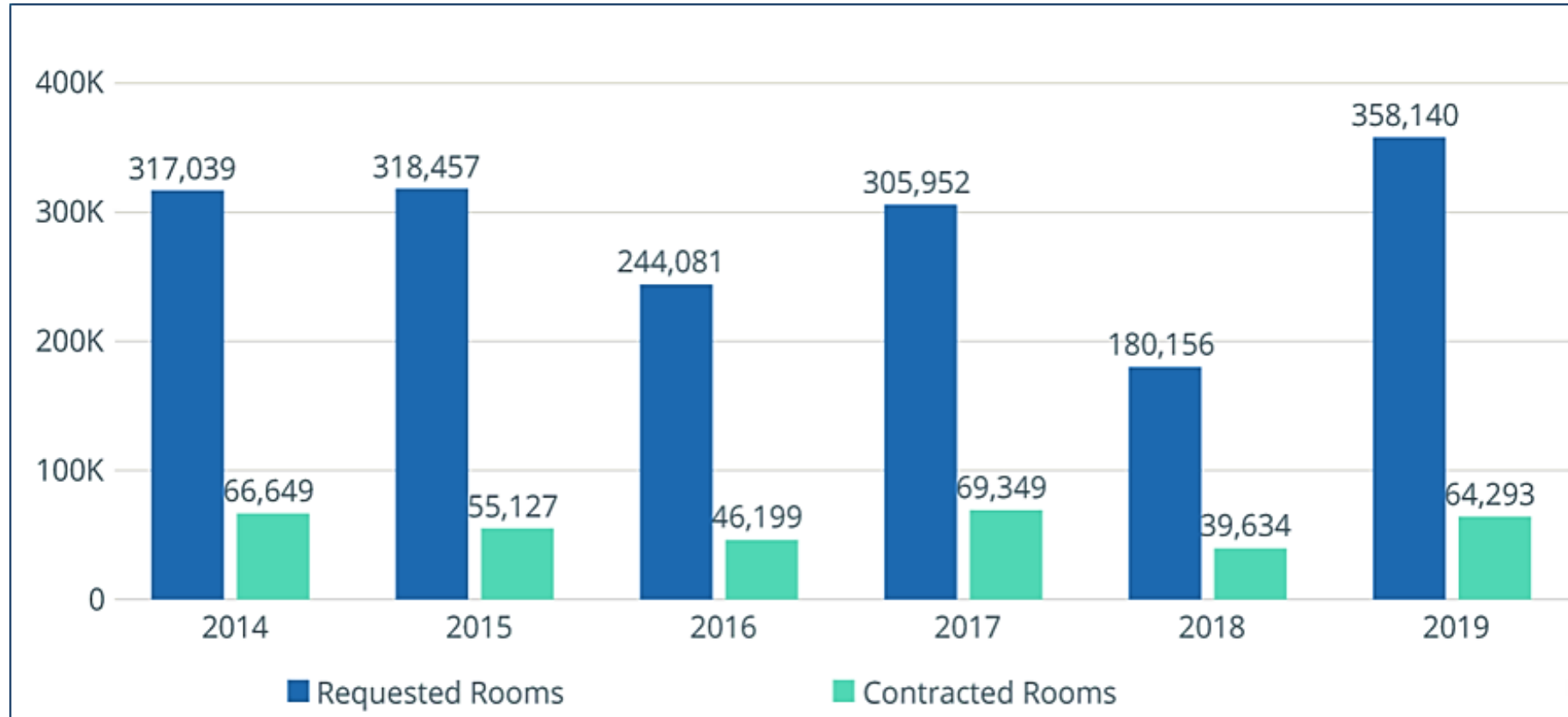
HOTEL DEMAND IN FIRST FOUR MONTHS OF 2018 WAS RELIEF AND RECOVERY



Source: Smith Travel Research + AirDNA

CALENDAR YTD

SALES ROOM PERFORMANCE - JAN 1, 2014 – MAY 31, 2019

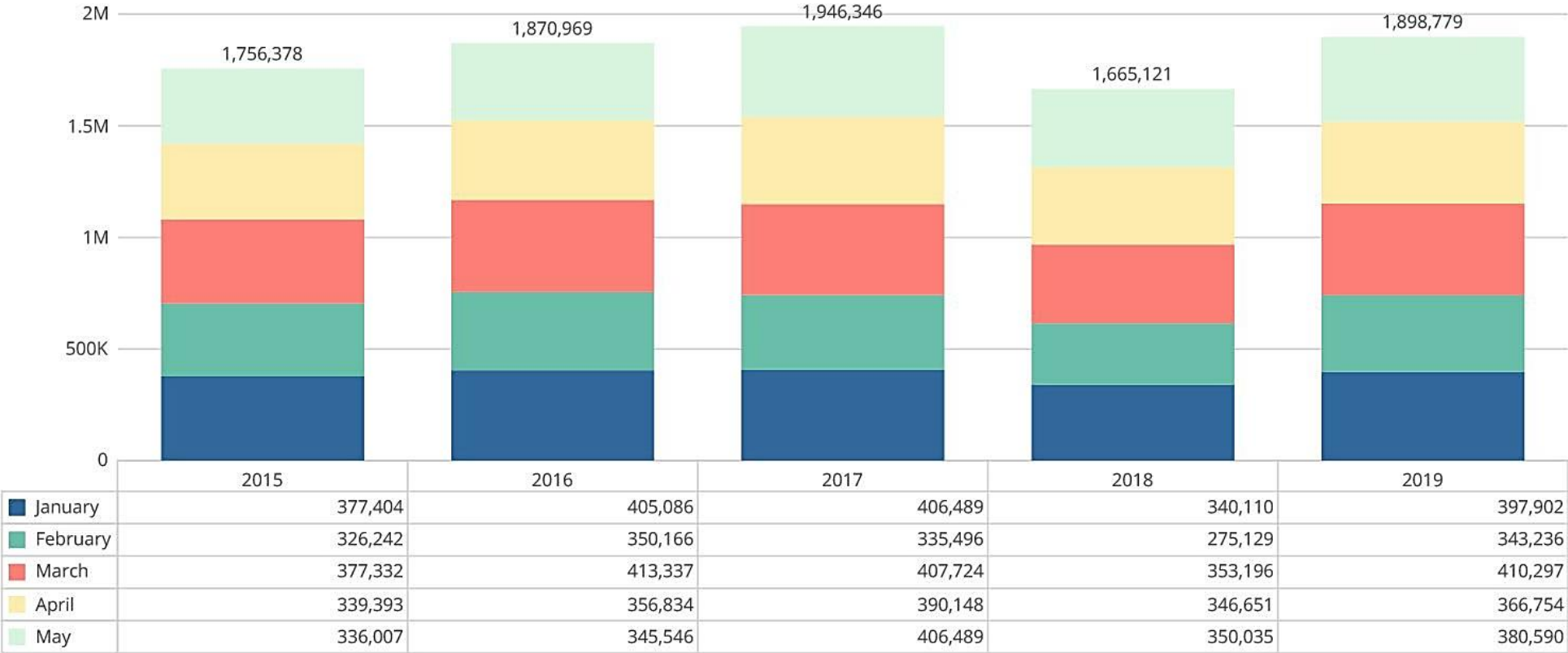


YEAR-TO-DATE SJU ARRIVALS

JAN 1, 2015 – MAY 31, 2019

-2.4%

FEWER
ARRIVALS
THAN
PREVIOUS
HIGH IN 2017



Source: Aerostar



North American
Travel Journalists
Association

2020

Connect TRAVEL MARKETPLACE

2021

PUERTO RICO 2020

The logo for the World Travel & Tourism Council (WTTTC) features a stylized white question mark with a green dot, positioned to the right of the text.

WORLD
TRAVEL &
TOURISM
COUNCIL



DISCOVER
Puerto Rico

THANK YOU