



PRNOW

S U M M I T



An aerial photograph of a tropical coastline. The water is a vibrant turquoise, transitioning to a deeper blue further out. A sandy beach curves along the shore, with a long pier extending into the water. The pier has several rectangular sections. On the beach, there are many colorful umbrellas and people. Behind the beach, there are several buildings, some with blue roofs, and a parking lot filled with cars. The land is covered in lush green trees. Two white curved lines are overlaid on the image, framing the scene.

DISCOVER
Puerto Rico

PUERTO RICO NOW SUMMIT 2022

MONDAY, JUNE 6TH 2022



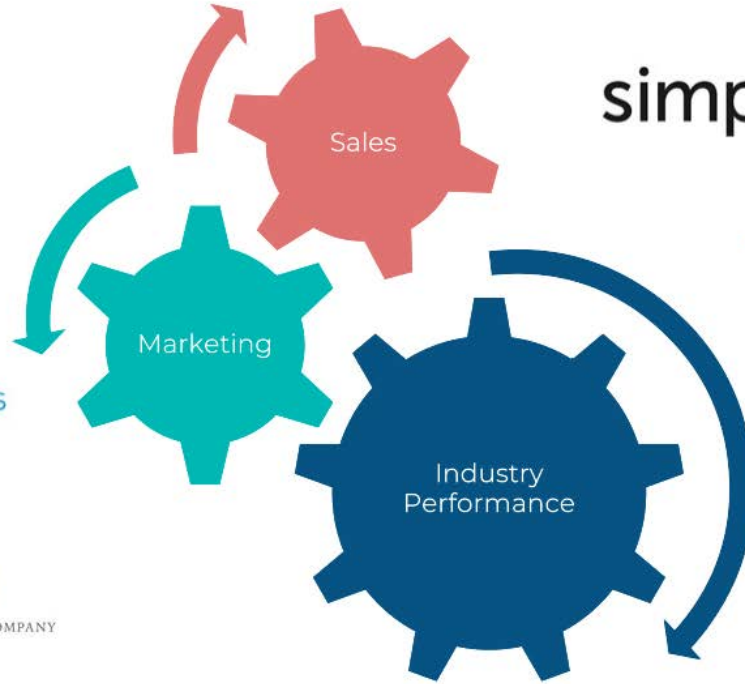
DMO Impact 2021

- \$665.9 M in influenced lodging bookings
- 52 M of Meetings and Events Secured
- 65% increase in future sales pipeline (+ \$160 M)
- \$76:1 Return on Promotional Investment
- \$324 M in Earned Media Value
- Enrolled nearly 2,519 new travel advisors in destination sales certification programs
 - + 33% increase in travel consortia bookings to Puerto Rico
- 626,026 referrals to local businesses, 324% increase compared to 2019





Industry Leading Data Sources







Tourism Economics Non-Resident Visitor Spending

- Total non-resident visitor spending 11% higher than previous high in 2019
- Overnight hotel visitors spent 5% more than in 2019
- Other overnight visitors 33% more than 2019



Source: Tourism Economics  



Record Non-Resident Overnight Visits

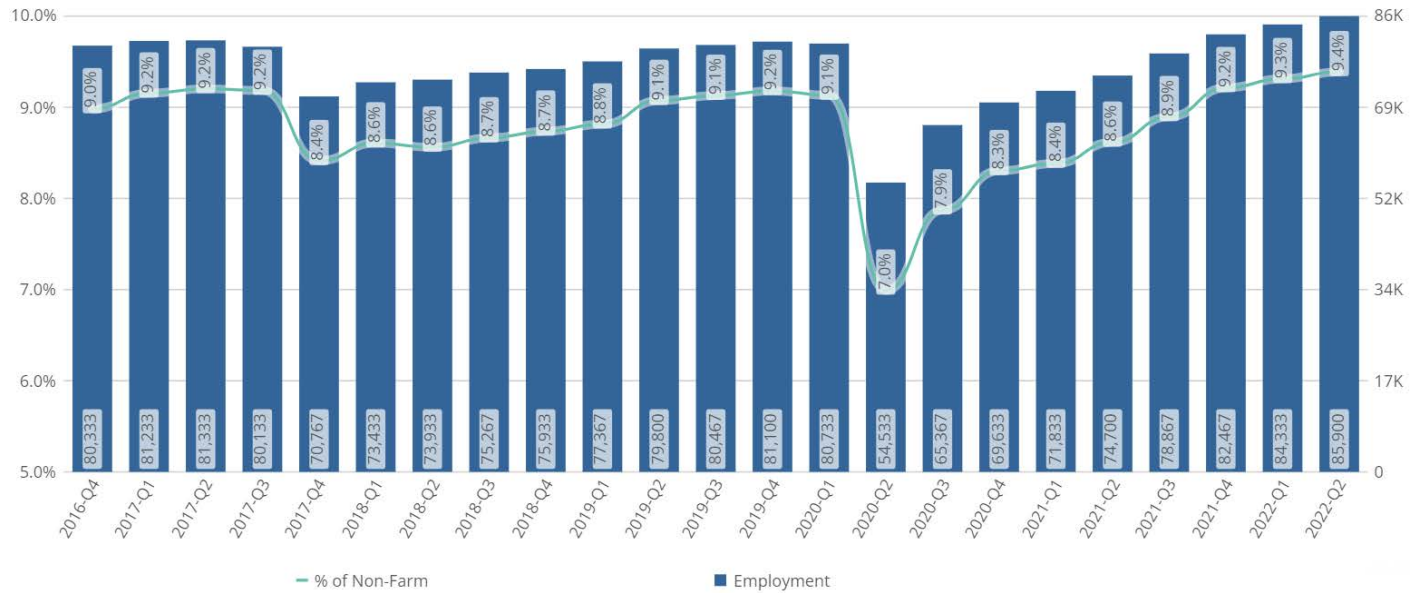
- Overnight visitors 15% higher than 2016
- Hotels 7% lower than 2016; rentals 36% higher



Source: STR & AirDNA 



Bureau of Labor Statistics 2015 - Present



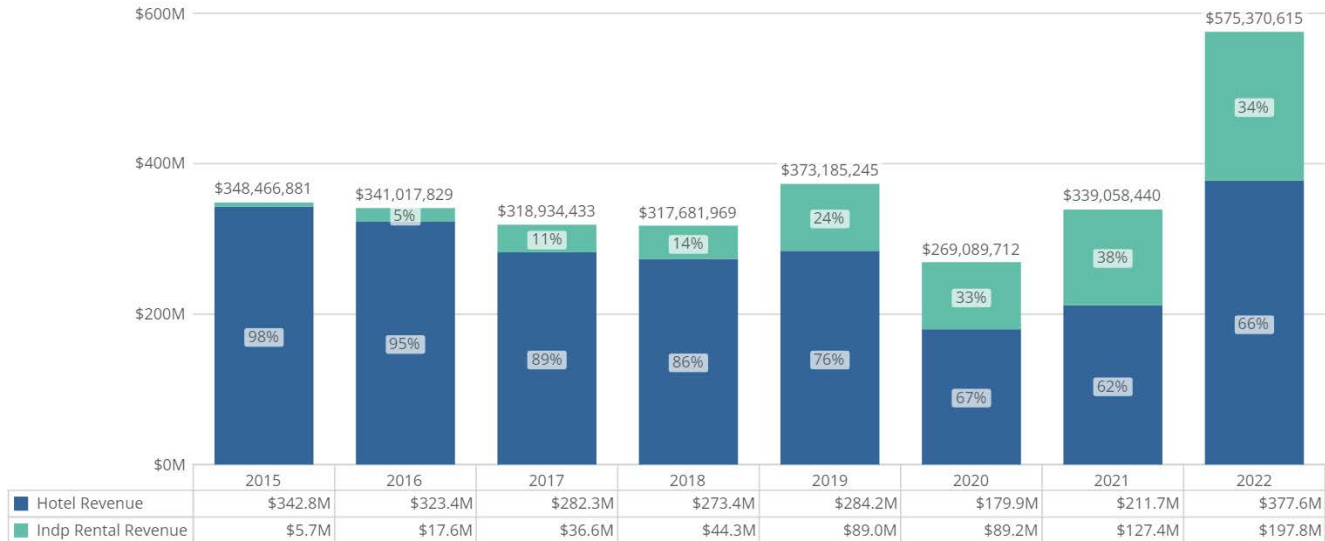


Record Year-To-Date Average Daily Rates 20% Higher Than 2019



Source: STR & AirDNA

Year-To-Date Hotel & Rental Revenue 55% Higher Revenue than 2019

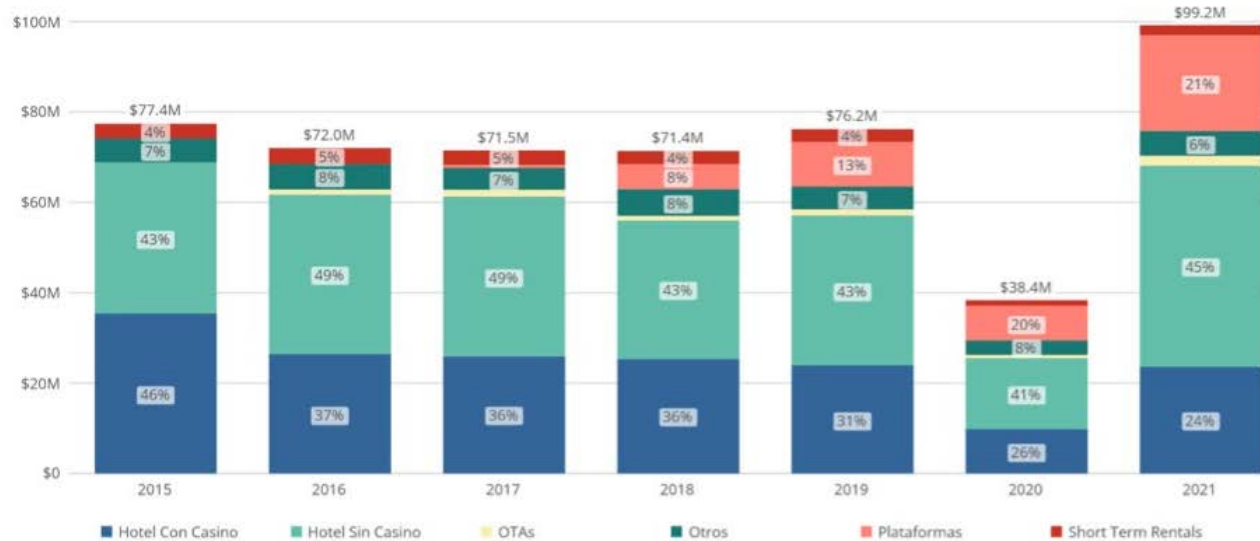


Source: STR & AirDNA 



Calendar Year Lodging Tax Sources

- 30% increase in total taxes collected from 2019
- 115% increase in collections from short-term rental platforms
- 34% increase in collections from hotels without casinos



Source: Puerto Rico Tourism Company





Record SJU arrivals



Source: Aerostar 