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