

# Marketing Puerto Rico to a Global Audience

## Puerto Rico Hotel & Tourism Association





## Puerto Rico Hotel & Tourism Association

- Founded in 1950
- Non-profit trade association
- 550+ members
  
- We help our members achieve their business objectives while protecting the direct and indirect jobs of over 70,000 people.





# Puerto Rico Hotel & Tourism Association

- Represents
- Protects
- Promotes
- Educates
- Informs

This is our mission.





## PRHTA'S MARKETING COMMITTEE

- Forum for the discussion and implementation of action aimed at improving our ability to market Puerto Rico.
- Committee Members:
  - PRHTA's Top Marketing Decision Makers
  - Puerto Rico Tourism Company
  - Puerto Rico Convention Bureau
  - Puerto Rico Convention Center





## PRHTA'S MARKETING COMMITTEE

- Spearheads marketing efforts:
  - Joint Venture Destination Advertising
  - Organizes Multifaceted Destination Promotion Events
  - Websites





## PRHTA'S MARKETING COMMITTEE

- Initiated branding discussion
- Supports destination's promotional efforts
- Proactive and immediate response in emergencies





## How we support our members:

### Legislative Affairs

- operational costs
- permits and building requirements
- taxes on tourism-related activities and transportation
- issues that negatively impact our industry





# How we support our members:

## Board Presence

- Puerto Rico Tourism Company
- Puerto Rico Convention Bureau
- Beach Management Board
- Tri Sector Committee
- Private Industry Coalition
- Universidad del Este
- University of Puerto Rico Carolina Campus





## How we support our members:

- Mailings
- Publications
- Annual Convention & Trade Show





## How we support our members:

### Education

- advancement of Puerto Rico's workforce
- skills programs and trainings throughout the year





## How we support our members:

### Networking

- Social activities

### Guidance

- Infrastructure evolution
- Marketing for sustainable development





# Thank You!

