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New Interactive Destination Planner's Guide Makes Meeting Planning in Puerto Rico Easy!

San Juan, May 11, 2005 – Today, the Puerto Rico Convention Bureau (PRCB) launched a new tool for planners who want the latest information and site details about planning and hosting a meeting in Puerto Rico.

Available on the PRCB's web site at www.meetpuertorico.com, the *Interactive Destination Planner's Guide* is a web-based brochure with live updates on new and vital information of importance to meeting planners, including details on meeting space, accommodations and airlift. Information about how the PRCB can assist with planning, promoting and executing a meeting is also highlighted, including assistance with site inspections, theme parties, customized amenities and excise tax exemptions. In addition, the guide features information about sports and sporting venues, off-site theme party locations, as well as sightseeing and entertainment options.

"We wanted to develop a brochure for meeting planners that was completely web-based so that we can update it immediately as new developments on the Island take place," stated Ana María Viscasillas, the president and CEO of the Puerto Rico Convention Bureau. "With a large number of new hotel openings in the pipeline, major property expansions taking place, as well the development of more businesses catering to the meetings market, the *Interactive Destination Planner's Guide* provides meaningful and timely information about Puerto Rico's meeting sites, accommodations, and other considerations when choosing a meeting destination."

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As a web-based brochure, the *Interactive Destination Planner's Guide* allows meeting planners to immediately download part, or all of the contents of the guide. To view or download the guide, visit **www.meetpuertorico.com**. Planners can then follow links to various sections of the guide, or download brochure sections in part or in its entirety. All information in the guide is frequently updated to provide planners with up-to-the-minute details on meetings in Puerto Rico.

The PRCB's web site also provides meeting planners with an online RFP for accommodations, as well as a request form to obtain promotional materials and destination brochures. A search database and interactive map also provides meeting planners with PRCB-member hotel and resort information, details on meeting space at properties throughout Puerto Rico, off-site meeting and event venues, dining options and sightseeing recommendations for each region of the Island.

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Editor's Note:

The Puerto Rico Convention Bureau (PRCB) is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico's competitive position in the Americas and abroad by increasing awareness of the Island's outstanding meeting facilities and services, and produces approximately \$83 million to the local economy. The Bureau can be reached electronically through the Internet at info@prcb.org or at its website www.meetpuertorico.com. The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) slated to open in late 2005. For more information on the new Convention Center visit www.prconvention.com. The Puerto Rico Convention Bureau, representing the capital city of San Juan, has been granted full membership as of January 2005 into BestCities.net, a global alliance of Bureaus that represent the highest standards of service in the meetings and convention industry. For more information, visit www.bestcities.net.



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