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PUERTO RICO CONVENTION BUREAU TEAMS UP WITH CVBHotRates.com TO OFFER HOTEL PARTNERS ADDITIONAL SALES TOOL TO DRIVE GROUP BOOKINGS

-- Online Tools Offer 'Hot Rates' to Meeting Planners, Short-Lead Room Bookings for Hotel Partners -

SAN JUAN (April 25, 2006) – Through a newly-formed partnership with CVBHotRates.com, member-hotels of the Puerto Rico Convention Bureau can take advantage of a popular interactive online tool used by meeting planners to obtain great rates on short-lead group room block bookings at their properties.

CVBHotRates.com brings PRCB-member hoteliers together with meeting planners seeking room inventory for group programs taking place within an 18-month period. CVBHotRates.com, which also has a link on the Bureau's web site, receives 15,000 unique visitors monthly. Through the site, meeting planners can choose from one to several U.S. meeting destinations to compare special rates. During the past two years, the interactive web site has helped meeting planners secure more than 300,000 definite room nights through its network of CVB partners, reaching 55,000 meeting planners.

“Our partnership with CVBHotRates.com is yet another way we are working on behalf of our hotel partners to drive bookings to the Island,” stated Ramón Sánchez, vice president marketing, Puerto Rico Convention Bureau. “In addition, our affiliation with the site allows us to further promote Puerto Rico as the preferred meeting destination of the Americas through direct e-mail campaigns, marketing initiatives with meeting planner associations and through an overall branding strategy aimed at continuing to raise awareness about the benefits of hosting meetings in Puerto Rico.”

Through a simple process, participating hotels can utilize their individualized program manager to add current and upcoming hot rates and dates for all meeting planners to see with just a few online clicks. Hoteliers can add, change and update room inventory as needed and the site also includes a section to provide a comprehensive hotel profile and contact information. Other benefits of this user-friendly online tool includes the ability to reach a large number of potential customers while tracking leads, exposing planners to the hotel product, as well as the ability to receive email alerts and RFPs directly from meeting planners. Best of all,

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though there is a nominal fee for participation, hotels need not pay any additional commissions to third-party booking agents. The fee structure to members who wish to take advantage of this new sales tool are as follows:

- Small Hotels (1-75 rooms): \$100
- Medium Hotels (76-299 rooms): \$200
- Large Hotels (300+ rooms): \$300

For more information about the program, contact Kathy Weil-Dennis, eMarketing Manager, Puerto Rico Convention Bureau at kweil-dennis@prcb.org or 787-474-5087.

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Editor's Note:

The Puerto Rico Convention Bureau is the official marketing and sales agent for the Puerto Rico Convention Center at the Puerto Rico Convention Center District. The Puerto Rico Convention Center opened in November 2005 and is the largest facility of its kind in the Caribbean and the most technologically-advanced in the Caribbean and Latin America. For more information, visit www.prconvention.com. The Puerto Rico Convention Bureau is a non-profit organization responsible for promoting and developing group and convention business to Puerto Rico through an integrated marketing strategy for more than 40 years. Based in San Juan, with offices in Chicago, Miami, New York, and Washington D.C., the Puerto Rico Convention Bureau provides sales consultation services to meeting planners in the corporate, incentive and association markets. The Bureau contributes approximately \$92 million annually to the Island's economy. For more information, visit the Bureau's Internet page at www.meetpuertorico.com or send a message at info@prcb.org. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a member of BestCities, 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.

High resolution images of the Puerto Rico Convention Center construction and architectural renderings are available upon request.

