

Contact: Teresa Martinez, 787-474-5091, tmartinez@prcb.org
Christine Hinz, 212-315-2812, christine@chcommunications.biz

LOCAL TOURISM INDUSTRY LEADERS JOIN PUERTO RICO CONVENTION BUREAU FOR THE FIRST-EVER ROLL-OUT OF STRATEGIC INITIATIVES DURING ANNUAL MEMBERSHIP MEETING

-- Presentation Demonstrates 'Destination Team Approach' to Selling and Marketing Puerto Rico as Bureau Celebrates 45 Years Providing Service --

SAN JUAN, August 7, 2007 – Celebrating 45 years of developing and providing service to the meetings market and local tourism industry, the Puerto Rico Convention Bureau (PRCB) hosted its annual membership meeting today at the new Puerto Rico Convention Center. Hugh Andrews, president of the Board of the PRCB opened the Annual Membership Meeting and stated, “We’re excited to celebrate the Bureau’s 45 years to commemorate this important milestone with our membership.” And continued, “we invite our industry and community of members-suppliers to join us in this celebration and help us position Puerto Rico as the Preferred Meetings Destination of the Americas.”

PUERTO RICO’S DESTINATION TEAM APPROACH

More than a decade ago, through the efforts of the Puerto Rico Convention Bureau, the Bureau joined with the Puerto Rico Tourism Company and the Puerto Rico Hotel & Tourism Association – and later with the addition of the Puerto Rico Convention Center District Authority, to work together through a strategic alliance- named the Destination Team - to make Puerto Rico a more desirable tourism destination.

Working together, these organizations have served as an ideal example of visionary, collaborative leadership that successfully leverages the resources of government, the tourism industry, and the business community to improve the overall quality of life for its citizens as well as improved the overall GNP of the Island.

For the first time ever, leaders from each of Puerto Rico’s main tourism promotion and development entities joined to present their Destination Team business plan, citing their top business objectives for the future, and discussing how they are working together with other tourism entities to help promote and develop tourism for Puerto Rico. Representing each organization was Ana María Viscasillas, president and CEO, PRCB; Terestella Gonzalez Denton, executive director, PRTC; Clarisa Jiménez, president and CEO, PRHTA; and Manuel Sánchez-Biscombe, executive director, PRCCDA.

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“The future of Puerto Rico’s tourism success relies on a strong team effort, and we’re all working together to develop new selling tools and strategies for the destination’s overall success,” stated Viscasillas. “We have an exceptional team, and together with the dedication and commitment of our member-suppliers, Puerto Rico has outstanding prospects in continuing its growth within the group, business and leisure tourism sector.”

A COLLABORATIVE APPROACH TO SUCCESS

In presenting the Bureau’s business top objectives, Ana María Viscasillas discussed the organization’s investment in its highly-successful Ambassador’s Program campaign, which works with top business executives from Puerto Rico to develop group and convention business through their professional affiliations. In addition, Viscasillas discussed the Bureau’s emphasis on continuing to grow its Sports & Events market, as well as its largest investment ever in marketing dollars, more than \$3 million, which will go towards marketing Puerto Rico through such initiatives as the Bureau’s Tri-City sales blitz’s and other activities. In working with the Destination Team, Viscasillas also discussed the recent roll-out of the organization’s re-invigorated partnership education program. Called “Strategies for Success,” the program includes a series of educational seminars aimed at helping tourism industry partners gain insight into the needs of meeting planners, helpful information on how to sell their properties and overall services to the group market, among other topics. Finally, Viscasillas discussed how it was as taking steps to further integrate the Bureau’s sales efforts with hotel partners to help close sales through a team approach.

Terestella González-Denton, executive director of the Puerto Rico Tourism Company presented details on the upcoming Investor’s Conference that will be held in San Juan at the end of this year, as well as plans for similar conferences aimed at encouraging investment in Puerto Rico’s hotel and other tourism infrastructure developments. González-Denton also discussed the new markets that are being targeted through the PRTC’s advertising and marketing campaign, as well as how the agency is working together with the Puerto Rico Convention Bureau to develop the sports marketing through the formation of a Sports Council.

The Puerto Rico Hotel & Tourism Association’s President and CEO Clarisa Jiménez, discussed several key initiatives that the association is organizing to promote Puerto Rico. After conducting a thorough research among members of the Association, an advanced service seminar was developed to specifically meet the needs of the industry in Puerto Rico. This seminar will be conducted throughout –

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the year, starting at the end of August, and attendees will be certified. Details on *Saborea*, a world-class food and spirits event that will take place in April 2008 celebrating Puerto Rico's standing as the Gastronomic Capital of the Caribbean were highlighted, along with the AMM Member-Supplier organization's marketing committee initiatives, and the developing, managing and maintaining the Island's most comprehensive promotions calendar of events available to both the PRCB and PRHTA members.

The Destination Team's final presentation was made by Manuel Sánchez-Biscombe, executive director of the Puerto Rico Convention Center District Authority. In addition to providing a comprehensive update on the various stages of the District's continued development, Sánchez-Biscombe discussed the PRCCDA's timing for the roll-out of an RFP (request for proposal) for the development and management of a second hotel to be added to the District. In working with the Destination Team, Sánchez-Biscombe also highlighted the PRCCDA's strategic alliance and contract with the Bureau in selling the Puerto Rico Convention Center and the destination to the convention market.

CELEBRATING 45 YEARS

In 1962, the Puerto Rico Convention Bureau was founded by a pioneering group of local businessmen and civic leaders who held a shared desire to develop the group travel market to Puerto Rico as a major economic resource for the Island.

"The Bureau has a long and vibrant history of dedication to the meetings and convention market and we've come far in realizing our goal," stated Viscasillas. "With these characteristics and the support of our industry, we are ready to continue welcoming groups to the Island; new and existing hotels showing their commitment to the meetings market with updated facilities, amenities and services; the opening of the Puerto Rico Convention Center as well as the Bureau's recent accreditation with DMAI and membership in the BestCities Global Alliance of convention bureaus, the Bureau is poised to a great year. We look forward to another 45 years of serving and developing Puerto Rico's meetings market."

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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 \$125 million to the local economy. The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) opened November 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, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest



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standards of service in the meetings and convention industry. For more information, visit www.bestcities.net. The Puerto Rico Convention Bureau has also earned accreditation from the Destination Marketing Association International as an elite destination marketing organization. DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries. The Bureau can be reached electronically through the Internet at info@prcb.org or at its website www.meetpuertorico.com.



Sales and Marketing Agent for the new
Puerto Rico Convention Center

