

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

**PUERTO RICO INVITES PLANNERS TO TAKE THE CHALLENGE:
GIVE US 36 HOURS AND WE'LL SHOW YOU MEETINGS PARADISE**

SAN JUAN – August 13, 2008 --- An estimated seven out of ten meeting planners who conduct site inspections through the Puerto Rico Convention Bureau ultimately book the destination for their group. With this in mind, the Bureau has launched **“Puerto Rico: 36 Hours in Meeting Paradise,”** a new initiative to help harried, over-scheduled meeting planners check-out the Island for their group, as well as experience a bit of what makes Puerto Rico a “paradise” for conference and convention attendees.

Meeting planners who qualify for the **“36 Hours in Meeting Paradise”** challenge can expect to “hit-the-ground-running” upon their arrival to Puerto Rico. In addition to site inspections at up to four properties that meet the needs of a potential group, planners can choose to take a walking tour of Old San Juan, visit the El Yunque Rainforest, take in a round of golf, opt for a spa treatment or experience one of several other “over-the-top” options that make hosting a program in Puerto Rico stand out from other destinations. In addition, planners will receive a VIP souvenir gift to commemorate their completion of the challenge.

“When it comes to meetings and conventions, seeing is absolutely believing in Puerto Rico,” stated Ramón Sánchez, executive vice president and COO, Puerto Rico Convention Bureau. “Not only do we offer an outstanding range of top meeting facilities throughout the Island, but we also can provide “only here,” one-of-a-kind type group activities such as walks in the rainforest, tours of a bioluminescent bay, world-class ocean course golfing, award-winning cuisine and much more.”

Planners who qualify for **“36 Hours in Meeting Paradise”** will receive complimentary air transportation to the Island, hotel and ground transportation in Puerto Rico, as well as planned meals and activities outlined in their individual

-more-



36 Hours in Paradise.../2

itinerary. The program is open only to planners who have never visited Puerto Rico; other qualifications may apply.

To take the “36 Hours in Meeting Paradise” challenge, meeting planners are invited to contact the Puerto Rico Convention Bureau at 1-800-875-4765 and speak to a regional sales representative to discuss their specific group’s needs. In addition to the challenge, planners can obtain information about other aspects of planning and implementing a meeting or convention in Puerto Rico by visiting www.meetpuertorico.com.

#

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 standards of service in the meetings and convention industry. For more information, visit www.bestcities.net. The Puerto Rico Convention Bureau has also been awarded 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.

