



BUREAU’S TOP EXECUTIVE IS BOARD CHAIRWOMAN TO INFLUENTIAL INTERNATIONAL CONVENTION BUREAU ALLIANCE

-- First Time San Juan Representative Helms the BestCities Global Alliance --

SAN JUAN, DATE – Ana María Viscasillas, president & CEO, Puerto Rico Convention Bureau has been named Board Chairwoman of the Best Cities Global Alliance. Celebrating its tenth year, BestCities is the world’s first and only convention bureau alliance of destination marketing and sales organizations and represents the first time an executive from the partner destination of San Juan has led the organization.

Viscasillas kicked off her tenure during one of the meeting industry’s most important international tradeshows, IMEX in Frankfurt, Germany this May. Meeting with BestCities partner-representatives from Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, Singapore and Vancouver, Viscasillas and her partners outlined a number of goals and initiatives to set the stage for further growth and development of the organization.

“We’re committed to establishing the best practice standards in serving the international meetings market. By working together to expand our reach and further realize our vision, our goal is to be recognized globally for setting new standards and innovations within the industry and delivering the world’s best convention bureau practices for the meetings industry,” stated Viscasillas.

Several key goals during her tenure include:

- Working together in partnership to increase leads and sales for each of the members of the alliance; and
- Strengthening the expansion of the Alliance with new, qualified member-cities into the organization; and
- Increasing the close cooperation between alliance members to share resources and better serve meeting planners.

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“In a competitive global marketplace, we need to remain focused on our mission and work together to reach our goals,” continued Viscasillas. “With a shared commitment to providing the best possible experience to meeting planners and their delegates, our dedication to service extends across a platform of organizations, cultures and countries.”

BestCities Global Alliance is a unique and innovative partnership among eight top convention cities - Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, San Juan, Singapore and Vancouver. The Alliance was officially launched in Melbourne in February 2000 and since then, it has attracted and shared hundreds of client referrals and developed its own set of Client Service Standards that have been praised by international meeting clients.

In 2008, the partners of BestCities became the first and only Destination Marketing Organizations to have service standards certified by Lloyd's Register Quality Assurance (LRQA). This is the first world-wide certification program for convention bureau organizations. Certification by LRQA guarantees to clients that the partners live up to these standards.

The BestCities Global Alliance stands for a promise of quality, expertise and professionalism and is recognized for the cooperative spirit that enhances each Partner's contribution and investment. Through resource pooling and leveraging on the exceptional reputation of its Partners, the Alliance continues to build sustainable advantage. The vibrant sharing of best practices, intelligence and knowledge among partners has sharpened each one's competitive edge. The commitment to uphold the standards under its Quality Management System underscores the spirit of excellence in the delivery of services to all clients.

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Editor's Note:

The **BestCities Global Alliance** was founded in 2000 and is the world's first and only convention bureau alliance of destination marketing and sales organizations. The organization's eight member cities include Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, San Juan, Singapore and Vancouver. The BestCities Global Alliance represents the highest standards of service in the global meetings and convention industry.

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 \$126 million to the local economy. The Bureau can be reached electronically through the Internet at info@meetpuertorico.com or at its website www.meetpuertorico.com. 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 is the **only** Bureau to have certification by both Lloyds Registered Quality Assurance through the BestCities Global Alliance and accreditation by the Destination Marketing Association International (DMAI) as an elite destination marketing organization. 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. DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries.



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