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The Ambassadors of the Puerto Rico Convention Bureau inject \$20 million to local economy

San Juan, November 11, 2008 – Ana María Viscasillas, president and CEO of the Puerto Rico Convention Bureau (PRCB), announced the Ambassadors' Program accomplishments a year after the re-strengthening of the program. The Ambassadors have managed to attract a total of 56 definite groups to the Island, and an increased membership of over 100% on the Ambassador's Program.

The 56 groups represent over 26,000 room nights with a potential economic impact of \$20 million to the local economy. Among the groups who selected Puerto Rico for their conventions are the Certified Public Accountants Association and the International Union of Pure and Applied Chemistry (IUPAC), both on 2011.

"We are very proud of the accomplishments of the program since it is obvious that teamwork is the key to guarantee more group business to Puerto Rico," said Ana María Viscasillas. "We are confident that we will continue to rely on the unconditional support that our Ambassadors provide us to promote Puerto Rico as the ideal destination to attract groups and conventions," concluded.

An investment of \$700,000 helped to generate knowledge about the program, recruit potential Ambassadors and recognize their efforts. Currently, the program has a total of 339 Ambassadors, 228 who reside in Puerto Rico and 111 residents in the Continental United States. This amount shows an increase of 171%, which means a great achievement compared to the total of 125 Ambassadors at the beginning of the program.

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Sales and Marketing Agent for the Puerto Rico Convention Center



Ambassadors inject \$20 million/2

A comprehensive media program highlighted the achievements and experiences of the Ambassadors Program as well as coverage of the events held in Puerto Rico. A host of news media interviews were conducted in San Juan, Chicago, Miami, New York and Washington D.C. These went hand-in-hand with an advertising campaign in Puerto Rico and in four Hispanic markets of the United States with an emphasis on creating awareness and Ambassador recruitment. The new advertising campaign with a separate identity ran on the different media outlets.

To keep on achieving the Program's goals, the PRCB will continue marketing and selling Puerto Rico as a destination for groups and conventions in cities with larger Hispanic population, such as: New York, Chicago, Washington D.C., Miami, Orlando, Dallas and Boston . In addition, the Bureau will continue to provide media exposure in these cities and increase knowledge about the organization.

To recognize the important contribution made by the members of the Ambassadors Program to the economic development of the Island, the Bureau held its first Distinguished Ambassadors Gala in June 2008. The event, which will be held annually, took place at the Puerto Rico's Convention Center. Carlos Lázaro León was recognized as the distinguished Ambassador for his support to the Bureau throughout the year. Lázaro has now become another sales person for the Convention Bureau. Lázaro León received a medal created especially for this occasion. The medal has the form of the Program's logo with a 23 Karat gold finish. It is the first time the Convention Bureau gives this award to one of its Ambassadors.

The Ambassadors Program has a new website, www.ambassadorpr.com, which serves as an information tool for members of the program. Here, Ambassadors have access to updated information on industry groups and conventions, an electronic mail system from which they may contact and meet other Ambassadors, and participate in virtual forums, among other options.

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PRESS RELEASE



Ambassadors inject \$20 million/3

The purpose of the Internet site is to facilitate the Ambassadors referrals of their contacts and groups to the Bureau while encouraging communication between the Ambassadors. People who visit the site and are interested in being part of the Program will have the opportunity to see background information, instructions on how to become an Ambassador and learn about the work and groups that have referred by current members of the program. It also contains a news section where users can access an archive of official communications and materials published in the different news media throughout the country.

About the Ambassadors Program

The meetings and conventions industry in Puerto Rico generates yearly revenue of approximately \$900,000 MM. The Ambassadors Program - completely voluntary - has been a very productive extended sales team for the PRCB representing up to 20% of the total sales production. Ambassadors provide the essential contacts and leads that give Puerto Rico an advantage in the competitive world of convention site selection. They are passionate and knowledgeable advocates of the economic issues affecting the quality of life in Puerto Rico. Their efforts can have a real impact on the economy of Puerto Rico – for example, a convention of 500 people for 4 days can generate up to \$1.2 million in revenue. The PRCB Ambassador Program is for Puerto Ricans and/or friends of Puerto Rico, who can assist or refer a contact to promote the destination to their respective organizations as well as their business circles. Those interested in joining the program should call Miguel Hernandez at 787-725-2110 extension 5099, write to mhernandez@prcb.org. or access www.ambassadorpr.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 \$118 millions 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.

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