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PUERTO RICO CONVENTION BUREAU HOSTS MEETING PLANNERS FROM EMERGING EUROPEAN MARKET

Initiative Highlights Added Benefits of Airlift with Condor Air; Introduces Planners to ‘New’ Caribbean Destination’

SAN JUAN, January 25, 2012 – This past week, the **Puerto Rico Convention Bureau** hosted a group of ten meeting and convention planners from Germany during an international-market focused destination review. The program was coordinated with **EastWest Travel** in conjunction with **Condor Airlines**. Last month, Condor Airlines launched twice-weekly air service from Frankfurt to San Juan.

Qualified participants with the potential to book large international convention groups spent four days participating in a specialized itinerary which highlighted Puerto Rico’s sophisticated business setting, distinctive natural attractions and cultural offerings. Highlights of the four-day program included tours of the El Yunque Rainforest, **Hacienda Carabli**, the **Bacardi Rum Factory** and Old San Juan, as well as an optional visit to **Plaza Las Americas**.

“This initiative represents an ideal opportunity to introduce Puerto Rico to a new group of potential clients and demonstrates the destination’s ability to compete for group business from the European market,” stated Neil J. Mullanaphy, senior vice president of sales, Puerto Rico Convention Bureau. “Condor’s introduction of air service into San Juan means new opportunities for Puerto Rico within the meetings and conventions market. It’s a very exciting time.”

Accommodations for the program were provided by **Gran Melia Resort Puerto Rico** and **Conrad San Juan Condado Plaza**, in addition to property tours of the **El Conquistador Resort, A Waldorf Astoria Resort; San Juan Marriott Resort & Stellaris Casino, Hotel El Convento** and the **El San Juan Resort & Casino**, providing participants with a sampling of the various accommodation and meeting sites available to groups.

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According to the Puerto Rico government officials, the initiation of air service with Condor is expected to generate \$9 million in annual revenue and bring more than 14,000 new visitors each year to the Island. Puerto Rico ranks as the fourth most popular destination in the Caribbean among German tourists.

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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 \$122 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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