



ACCORDING TO PLANNERS, PUERTO RICO SHINES AS A MEETINGS DESTINATION

SAN JUAN, May 10, 2011 --- Results of the last three quarters of the Puerto Rico Convention Bureau’s Meeting Planners Feedback Program, which surveys planners’ perceptions and experiences on the Island before and after a meeting program, indicate high marks for the destination.

Highlights for the services of the Puerto Rico Convention Bureau, which saw improvements in all categories and includes measurements of professionalism, knowledge, responsiveness and cooperation for the Fiscal Year-to-Date study demonstrate:

- A one-hundred percent satisfaction rate among meeting planners conducting site inspections with the Bureau;
- Overall improved satisfaction rate among meeting planners and their interactions with Bureau sales staff (Average of 95.5 percent, versus 95.25 percent a year ago);
- Overall improved satisfaction rate among the Bureau’s Destination Services Team (95.47 percent, versus 93.6 percent a year ago).

“We’re very satisfied that meeting planners can feel confident in looking to and working with the Bureau to help them plan and implement a smooth meeting experience on the Island,” stated Lisa Altieri, Associate Vice President Business Development, Puerto Rico Convention Bureau. “The positive perceptions of Puerto Rico as a meetings destination position us for attracting more and larger groups in the future.”

In terms of Puerto Rico as a meetings destination, planners saw improvements in airport facilities (80%, versus 78.5%), hotel accommodations (87.8%, versus 87.7%), overall Island cleanliness (83.6%, versus 74.1%), Island attractiveness (87.3%, versus 85.5%), and safety (85.8%, versus 83.2%).

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Meeting Planners Feedback Program.../2

Other study highlights indicate that meeting planners continue to have an improved perception of Puerto Rico following a meeting or program, with 50 percent of planners indicating an increase in program participation based on Puerto Rico as the selected destination, with the other 50 percent indicating attendance stayed the same.

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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 \$97 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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