

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

NATIONAL GUARD CONVENTION TO BE PUERTO RICO'S LARGEST CITYWIDE CONVENTION AT NEW PUERTO RICO CONVENTION CENTER

-- With Close to 5,000 Delegates, Annual Meeting to Result in Close to \$10 Million in Direct Economic Impact for Puerto Rico --

SAN JUAN, August 17, 2007 -- This August 24 – 27, Puerto Rico will be the host of the National Guard Association of the United States' (NGAUS) Annual Meeting. The seven-day conference will attract close to 5,000 delegates and their families who have served or currently serve in the U.S. National Guard. The conference is hosted in part by the local host committee which is part of the Puerto Rico National Guard, which has been working with the organization to host this event in Puerto Rico for nearly five years.

The 129th NGAUS General Conference is one of the largest citywide conventions that has been held in Puerto Rico since the opening of the new Puerto Rico Convention Center, the host site of the conference. In addition to the use of the Center, there are fifteen Metropolitan San Juan hotels providing housing and additional meeting services to the group. All totaled, it is estimated that this year's conference will bring close to 5,000 people to San Juan, with an immediate infusion of \$10 million – to the Island's economy based on anticipated spending by delegates, exhibitors and conference organizers.

“In addition to providing a vibrant meeting destination with a state-of-the-art convention facility for delegates, NGAUS selected Puerto Rico due to our attractiveness for attendees to bring their families. Together with the local host committee we presented a very competitive destination package bid which included strong promotional support for three years prior to the convention,” stated Ana María Viscasillas, president and CEO, Puerto Rico Convention Bureau, the organization responsible for helping to lure the group to Puerto Rico. “Working as a destination team, the NGAUS conference provides us with an opportunity to demonstrate our ability as a world-class meetings destination.”

A strong supporter of the Puerto Rico Convention Center, the National Guard Association of the United States was one of the first groups to sign on to host an event at the Center, well before the completion of the facility. According to show organizers, the San Juan site selection has resulted in one of the largest convention draws ever for NGAUS, with increased attendance figures among delegates and their family members.

-more-

NGAUS to Meet in Puerto Rico/2

“Expectations are high among arriving delegates and their families, who are excited and enthusiastic about their upcoming experience in Puerto Rico. We are working hard to ensure that these visitors enjoy a memorable and positive experience on our Island,” continued Viscasillas. “In addition to a stand-alone success with this group, our network of suppliers and host hotels understands that this conference will play a determining factor in Puerto Rico’s ability to compete with other major destinations for citywide conferences.”

During the conference, delegates will re-unite with former colleagues, attend educational sessions and a tradeshow being held at the Puerto Rico Convention Center, as well as spend time enjoying many family-oriented activities. A great number of delegates have reserved for pre and post stays, which increases the potential for economic impact of this group.

#

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.

