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PUERTO RICO HOSTS TOP ASSOCIATION MEETING PLANNERS TO INTRODUCE GROUP TO ISLAND, NEW CONVENTION CENTER AND AREA HOTELS

SAN JUAN, July 16, 2007 – As part of its aggressive sales and marketing strategy to attract large scale meetings and conventions to the new Puerto Rico Convention Center, the Puerto Rico Convention Bureau recently hosted a four-day “Destination Review” for six meeting planners who represent top association groups in the U.S.

The program, which was hosted in conjunction with other Island tourism partners, took place from June 21st – 24th, and included a guided site inspection of the new Puerto Rico Convention Center. In addition, the group conducted property tours at area hotels and resorts that regularly host convention attendees. These included the Caribe Hilton, which served as the host hotel; the Condado Plaza Hotel & Casino; the El San Juan Hotel & Casino; the Inter-Continental San Juan Resort & Casino; the San Juan Marriott Resort & Stellaris Casino; as well as the soon to open Renaissance La Concha Hotel & Casino.



Pictured in the first row from left to right are Avril F. Weisman, Community Action Partnership; Ana María Viscasillas, Puerto Rico Convention Bureau (PRCB); Mitzi Segarra, PRCB; and Allene David, Direct Selling Association. Second row from left to right are Rosa Luke, PRCB; Tamera Gayden, National Medical Association; La Vette Henderson, National Dental Association; Maricel Herrera, Association for Molecular Pathology; Craig Rice, PRCB and Malene Ward, National Association for College Admission Counseling.

During their visit, the meeting planners also enjoyed several of Puerto Rico’s top visitor highlights, including tours of Old San Juan and El Yunque, as well as dining at premiere locales Pikayo and La Casona Restaurant.

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“Introducing association planners to the new Puerto Rico Convention Center is a key strategy to our success as a convention destination,” stated Ana María Viscasillas, president & CEO, Puerto Rico Convention Bureau. “With a booking potential of 22,300 room nights represented by this elite group, we continue to tap into a market that was unable to consider Puerto Rico prior to the opening of the Center because of their need for large scale meeting facilities to accommodate their delegates. And, they will also help us spread the word about our convention product.” The average delegate group size for the planners who participated in this Destination Review is 3,700 attendees.

Representing a total potential economic impact of \$8.3 million for Puerto Rico’s local economy, the participants included Allene David, Direct Selling Association; Avril F. Weisman, Community Action Partnership; LaVette Henderson, National Dental Association; Malene S. Ward, CMP, National Association for College Admission Counseling; Maricel M. Herrera, CMP, Association for Molecular Pathology; and Tamera Gayden, National Medical Association.

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Editor’s Note:

The Puerto Rico Convention Bureau is the official marketing and sales agent for the Puerto Rico Convention Center at the Puerto Rico Convention Center District. The Puerto Rico Convention Center opened in November 2005 and is the largest facility of its kind in the Caribbean and the most technologically-advanced in the Caribbean and Latin America. For more information, visit www.prconvention.com. The Puerto Rico Convention Bureau is a non-profit organization responsible for promoting and developing group and convention business to Puerto Rico through an integrated marketing strategy for more than 40 years. Based in San Juan, with offices in Chicago, Miami, New York, and Washington D.C., the Puerto Rico Convention Bureau provides sales consultation services to meeting planners in the corporate, incentive and association markets. The Bureau contributes approximately \$93 million annually to the Island’s economy. For more information, visit the Bureau’s Internet page at www.meetpuertorico.com or send a message at info@prcb.org. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a member of BestCities, a global alliance of Bureaus that represent the highest standards of service in the meetings and convention industry. For more information, visit www.bestcities.net.

High resolution images of the Puerto Rico Convention Center are available upon request.

