



Contact: Christine Hinz
 Phone: 212.315.2812
 Email: christine@chcommunications.biz

Tere Martinez
 Phone: 787-725-2110
 Email: tmartinez@prcb.org

PUERTO RICO OFFERS ‘SMOOTH ATTRITION’ TO MEETING PLANNERS

SAN JUAN, PUERTO RICO [June 5, 2009] – The Puerto Rico Convention Bureau, in conjunction with the Puerto Rico Hotel & Tourism Association and 30 member-hotels are rolling out a new offer to meeting planners concerned with attrition penalties in the current economic climate.

The booking window for the ‘Smooth Attrition’ Program is from June 5th to November 30th, 2009 for groups arriving between now and December 31, 2010. Planners who sign a ‘Smooth Attrition’ contract by November 30th, 2009 can select from one of three options on anticipated room night, golf, and banquet food and beverage revenue commitments should group attrition become a concern:

Time Prior to Group Arrival	Percentage Deduction on Room, Golf, F&B
One Year (365 days)	50 percent
Six Months (180 days)	35 percent
Two Months (60 days)	20 percent

“We want meeting planners to know that we’re committed to working with them in these economic times,” stated Ramón Sánchez, executive vice president and COO, Puerto Rico Convention Bureau. “The ‘Smooth Attrition’ Program allows planners to concentrate on hosting a great meeting in Puerto Rico without sleepless nights worrying about attendance.”

Participating hotels include Caribe Hilton, Courtyard by Marriott Isla Verde Beach Resort, Courtyard by Marriott San Juan Miramar, Doubletree by Hilton San Juan, El Canario by the Lagoon Hotel, Embassy Suites Dorado del Mar Beach & Golf Resort, Four Points by Sheraton

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PRCB/Smooth Attrition.../2

Caguas Real Hotel & Casino, Hilton Ponce Golf & Casino Resort, Holiday Inn Mayaguez & Tropical Casino, Holiday Inn San Juan, Hotel El Convento, Howard Johnson Isla Verde, InterContinental Hotel San Juan Resort & Casino, Renaissance La Concha Hotel & Casino, Lazy Parrot, Normandie Hotel, Conrad San Juan Condado Plaza Hotel & Casino, San Juan Water & Beach Club, Ritz-Carlton San Juan Hotel Spa & Casino and the W Retreat & Spa (Vieques), among others.

“Smooth Attrition” options are only available for new group bookings of 10 rooms or more. The “Smooth Attrition” Program is available only through the Puerto Rico Convention Bureau and its sales team in conjunction with participating hotels and resorts.

For more information, visit, www.meetpuertorico.com/attrition, or contact a sales representative at 1-800-875-4765.

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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 \$118 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 accreditation by both Lloyds Registered Quality Assurance through the BestCities Global Alliance and 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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