



GOVERNMENT OF PUERTO RICO

Puerto Rico Tourism Company

September 10, 2019

Dear Tourism Stakeholders,

Receive warm regards from all of us at the Puerto Rico Tourism Company (PRTC). Destination Management is a shared responsibility of our local communities, private sector, non-profit organizations, municipal, state and federal government agencies. The PRTC is committed to continuing to coordinate such efforts and securing the proper implementation of this shared responsibility. As the newly created destination marketing organization (Discover Puerto Rico) strengthens its ability to promote the destination abroad and increase visitor arrivals, local stakeholders need to strengthen the destination's ability to fulfill our brand's promise through proper destination management efforts. As such, we must come together to assess the state of our business as it relates to destination management issues that are key to the visitors' experience.

We invite you to take part of a **"Stakeholder Sounding Session"** where key destination management issues will be discussed in a roundtable format. Takeaways and recommendations will be part of a consolidated report to prioritize actionable next steps. The session will be held on **Tuesday, September 17 at the Puerto Rico Convention Center**. The agenda is outlined below. Registration for each roundtable by Friday, September 13th is mandatory as room assignment, assigned seating and an information packet for each discussion will be sent over the weekend. To register for the roundtables please visit the following link: [**https://tinyurl.com/DMSounding-PRTC**](https://tinyurl.com/DMSounding-PRTC)

We look forward to obtaining your valuable insights and working together to continue to attend to these key destination management issues promptly.

Sincerely,

Carla Campos
Executive Director





Destination Management

Stakeholder Sounding & Roundtable Discussion

Agenda

Puerto Rico Convention Center
Tuesday, September 17, 2019

	8:00am	Registration & Breakfast
	8:45am	Introduction, Methodology and Objectives
		Breakout Session 1 (Participants will select 1 roundtable)
	9:15am-11:00am	<ul style="list-style-type: none">- Short Term Rentals- Emergency/Natural Disaster Preparedness- Airport & Cruise Port Ground Transportation
		Breakout Session 2 (Participants will select 1 roundtable)
	11:15am-1:00pm	<ul style="list-style-type: none">- Safety & Security in Tourist Zones- Natural Resources & Beach Health- Key Infrastructure (Signage, Roads & Lighting)
	1:00pm-2:00pm	Lunch
		Breakout Session 3 (Participants will select 1 roundtable)
	2:15pm-4:00pm	<ul style="list-style-type: none">- Homelessness- Stray Animals- Human Capital & Service Culture- Air Access