Industry Partners:

We are monitoring developments surrounding coronavirus (COVID-19) and want to ensure you have the latest guidance to share with your teams and partners to help address questions from media and travelers.

The safety of those visiting our Island and those who work to make our Island a premier destination is our top concern. At this time, there have been no reported cases in Puerto Rico, and there is no CDC alert for Puerto Rico related to COVID-19. Additionally, there has been no change to flights or cruises arriving in Puerto Rico, and events on the Island have been continuing as planned. Our marketing and media strategies have not changed, and we continue promoting all of the unique attractions and offerings that make Puerto Rico stand out.

Below you will find reactive messages to help address media and traveler questions, based on the latest guidance from leading health authorities and travel groups. Your teams are often the first people travelers approach with questions, so ensuring they have the latest information on COVID-19 is critical.

Additionally, we have communications plans in place to ensure we can quickly share accurate information with stakeholders and mitigate misinformation, particularly as we see cases elsewhere in the US and the Caribbean.

For additional information on COVID-19, travel advice, and guidance for your teams on prevention, as well as what to do if they or guests experience symptoms, please find the latest tourism industry preparedness guidance from PRTC here.

Please do not hesitate to reach out with any questions or for additional support.

Sincerely,
Brad Dean
CEO of Discover Puerto Rico, Puerto Rico’s Destination Marketing Organization
Reactive Statement for Media

There have been no reported cases in Puerto Rico at this time, and there is no CDC alert for Puerto Rico related to coronavirus (COVID-19).

Traveler safety is our utmost priority, namely, keeping those visiting our Island informed. Like destinations across the US, we are following guidance from the U.S. Centers for Disease Control and Prevention and the World Health Organization and are working with local health authorities to ensure we have the latest information about screening, prevention, containment and testing protocols. We are also in close communication with our industry partners and peers, to share relevant information as we track developments related to this disease.

Leading health authorities urge travelers to adhere to healthy travel practices to help protect themselves and prevent the spread of disease. These are the same personal best practices that are standard for a typical flu season, and include avoiding close contact with people who show signs of illness, avoiding touching your eyes, nose and mouth with unwashed hands, and washing your hands often with soap or using an alcohol-based hand sanitizer that contains at least 60% alcohol if soap and water are not available.

For more information guidance, visit the Centers for Disease Control and Prevention (CDC) coronavirus (COVID-19) webpage and the World Health Organization (WHO) coronavirus (COVID-19) webpage.

Reactive Messages for Travelers

- There have been no reported cases in Puerto Rico at this time, and there is no CDC alert for Puerto Rico related to coronavirus (COVID-19).
- There has been no change to flights or cruises arriving in Puerto Rico, and events on the Island have been continuing as planned.
- As a precautionary measure, Customs and Border Patrol (CBP) and the CDC have implemented enhanced screening measures at all gateways on the Island, and funds have been made available on the Island to help our hospitals prepare to treat anyone with symptoms.
- Use the same protection best practices as you would for flu season:
  - Avoid close contact with people who are coughing or sneezing.
  - Avoid touching your eyes, nose and mouth with unwashed hands.
  - Wash your hands with soap and water or use an alcohol-based hand sanitizer (that contains at least 60% alcohol).
- Call the nearest hospital if you are concerned you may have COVID-19. Symptoms include, but are not limited to, fever, cough, sore throat, fatigue and shortness of breath. The Puerto Rico Department of Health (PRDH) has specific protocols to screen and test patients, and it’s important to follow their directions to get the right care and stay safe.

For more information on projects, milestones and partnership opportunities, visit Discover Puerto Rico’s industry Portal, www.PuertoRicoDMO.com