Discover Puerto Rico is monitoring numerous data sources on the impact of COVID-19 – both in terms of how the local industry has been impacted but also how consumers perceive travel so Puerto Rico might recover more quickly. Discover Puerto Rico will continue to evaluate how the island is performing against other U.S. and Caribbean destinations. But more importantly for the future of our hotels, restaurants and attractions and their employees, Discover Puerto Rico is evaluating consumer interest in travel and the island.

With that, there is a constant evaluation of which targeted demographics, geographies and segments are more willing to consider the kind of travel Puerto Rico offers. From these key indicators, Discover Puerto Rico’s marketing and sales strategy is developed. Each Tuesday look for an email from Discover Puerto Rico featuring research highlights, which we will continue to monitor and share throughout the current emergency event.

April 7th, 2020 Dashboard

Before the World Health Organization classified coronavirus as a pandemic the week of March 8, Puerto Rico’s occupancy was outpacing 2019. However, since then, occupancy on the island has fallen more sharply than the U.S. average.

Puerto Rico’s more severe decline in occupancy is attributable to both the kinds of properties on the island as well as the island implementing a shelter-in-place order before any other U.S. city or state.

Higher Class properties that have seen the biggest losses – the kinds of properties prevalent in Puerto Rico. Midscale and Economy Class properties...
have maintained higher occupancy, pushing the U.S. average higher. Given the location of properties maintaining occupancy, likely via truck drivers maintaining the supply chain and hospital workers using hotels as a temporary residence.

Puerto Rico's occupancy fell faster than the Caribbean average, especially after the Governor issued a shelter-in-place order.

The Governor issuing curfews and a shelter-in-place order before any other U.S. city or state could be especially helpful in a quicker recovery for Puerto Rico. Consumer research shows that consumers are scared and that many aren’t willing to consider travel until the virus is under control. According to STR, “full hotels mean full hospitals.” Current reporting from Destination Analysts shows consumers are more willing to consider destinations that took quick action to control the spread of the virus.

Consumers want to travel. The most recent research from Destination Analysts shows nearly 70% of consumers say they miss traveling and can’t wait to get out and travel again. Nearly three-quarters of Americans have had travel impacted by coronavirus. In mid-March, consumers anticipated those trips to be rescheduled for early summer. However, in the last two weeks, that has shifted to August and beyond.
For more information on projects, milestones and partnership opportunities, visit Discover Puerto Rico's industry Portal, www.PuertoRicoDMO.com