



## PRHTA DISTANCE LEARNING CENTER

**May 4, 2020**

### **Puerto Rico Tourism: Health and Safety Seal Program Orientation Session**

Puerto Rico is committed to become the new gold standard in destination health and safety. Recognizing the new norm in cleaning, disinfection and hygiene, and the competitive advantage that this represents as a tourism destination, the Puerto Rico Tourism Company designed a program to secure the highest measures of cleanliness across all the different sectors of the industry. This 90-minute session is an overview of the program and orientation about the new standards that are applicable to all tourism businesses in the Island. Owners, General Managers, Director of Operations and Human Resources are encouraged to participate in this session.

Time: 2:00 PM | Free to register: <https://bit.ly/3f0YRnD>

**May 6, 2020**

Webinar on STR Destination reports. STR executives will walk through sample reports, define the industry's key performance indicators and cover best practices for data usage. Also, will be discussed how to source and employ STR data as well as how the COVID-19 pandemic is impacting industry results.

Time: 3:00 p.m. - 4:00 p.m. EDT | Free to Register: <https://bit.ly/3di4koz>

### **Defusing the 3rd Party Cookie Time-Bomb:**

ADARA webinars on the topic of customer data and identity. The debut session in partnership with LiveRamp, will feature Charles Mi, CTO at ADARA and Ian Meyers, Sr. Product Manager - Identity at LiveRamp. These experts will explore the implications of changes to Google's 3rd party cookie policy and provide suggested strategies to prepare for critical developments in customer marketing.

Time 8:00 AM in Pacific Time (US and Canada) | Free to register: <https://bit.ly/2zRSx1P>

**May 7, 2020**

### **Kevane Grand Thornton SURI webcast**

During this webinar KGT will discuss the recent changes affecting the Sales and Use Tax ("SUT") and review other general SUT provisions in Puerto Rico. Also, will cover the applicability of the SUT on certain items related to the tourism activity.

Time: 10:00 A.M | Free to register: <https://bit.ly/35tXWb2>

### **The New Normal: 10 Industry Trends Shaping Tourism in the Covid-19 Era**

Due to the lingering health and safety concerns from the COVID-19, the tourism industry will shape its standards to serve customers well and offer an experience that is safe and acceptable. This webinar is a discussion of 10 Industry Trends that will provide insights and perspectives on the new expectations as a result of the Pandemic.

Time: 11:00 AM | Free to register: <https://bit.ly/3aLf0KB>

**May 14, 2020**

### **Air Access: State and Outlook of Air Capacity for Puerto Rico**

The Puerto Rico Tourism Company and Aerostar Holdings are joining forces to host a 90-minute-deep dive discussion about the state of Air Access for the destination. Speakers: Alejandro Caicedo, Director of Air and Maritime Access, Puerto Rico Tourism Company Juan Nadal, Planning Advisor, Aerostar and San Juan Airport.

Time: 2:00 PM | Free to register: <https://bit.ly/2Shtxr7>