

**VITAL STATISTICS**  
**PUERTO RICO CONVENTION BUREAU**  
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www.meetpuertorico.com

**Who We Are:** Based in San Juan, with offices in Washington D.C., New York, Chicago, Miami and Madrid, the Puerto Rico Convention Bureau provides sales, consultation and support services to meeting planners in corporate, incentive and association markets. Founded in 1962, the Bureau is a non-profit organization.

**Top Executives:** Jorge Pesquera, Executive Director  
Ana Maria Viscasillas, Vice President Marketing  
Dan Melesurgo, Vice President Global Sales  
Teresa Martínez, Director of Communications

**Our Vision:** To establish Puerto Rico's competitive position as the preferred meeting destination of the Americas, to increase awareness of Puerto Rico's outstanding services for meeting and incentive markets in the U.S, Canada, Latin America and Europe.

**Our Mission:** The Puerto Rico Convention Bureau is a team of professionals that provides and develops group/convention business through an integrated marketing strategy. This results in the enhancement of economic growth for the Island, thus benefiting our members and business partners.

**Services:** **Accommodations:** The Bureau will match the right accommodations and meeting facilities with a group's size and budget in mind. Destination reviews and site inspections can be easily arranged.

**Dedicated Staff:** All aspects of a group's meeting can be arranged by the Bureau's dedicated staff. Transportation, special events, theme parties and uniformed registration services can be scheduled.

**Housing Bureau:** Large meetings requiring three or more hotels can take advantage of the Bureau's free housing service. The service takes the hassle out of scheduling accommodations and allows meeting planners to feel confident that all their housing needs will be taken care of -- up-to-date status reports are provided for easy reference.

**Programs & Activities:** The Bureau connects meeting planners with companies that specialize in anything from sightseeing and convention consulting to communications and audio-visual services.

**Promotion & Publicity:** The Bureau provides the following materials:

- |                            |                                      |
|----------------------------|--------------------------------------|
| * Photos/Slides            | * Ready-to-customize shell brochures |
| * Audiovisual presentation | * Postcards, Posters                 |

**Customized Amenities:** Authentic local arts and crafts, such as prints, can be customized with a group's logo.

**Convention Center:** As the official sales agent for the Puerto Rico Convention Center, the Puerto Rico Convention Bureau has a fully dedicated team of industry professionals for the sales and booking of the Center. The Center, slated to open in 2005, will be a 600,000 gross square-foot facility that will sit on a 110-acre site that is centrally located in Isla Grande, convenient to Old San Juan and the Luis Munoz Marin International Airport and the Condado hotels and tourist district.

#### **Bureau**

**Membership:** Over 500 members; among them are leading hotels, resorts, casinos, *paradores* (country inns), attractions, sightseeing companies, restaurants and convention services companies.

#### **Publications**

**Available:** The Bureau's newest rack brochures, *Welcome to the New World*, provides top-line information about the distinctive qualities that make hosting a meeting in Puerto Rico so special. History, culture, nightlife, sporting activities, as well as the Island's state-of-the-art meeting facilities are highlighted.

The pre-and post meeting and companion guide, *Puerto Rico—Working & Playing in Paradise*, offers a comprehensive overview of the various sites and attractions located throughout the island which might appeal to attendees wishing to explore Puerto Rico before or after a meeting on the Island.

Four-color *program shells* are already prepared for inserting your client's logo and meeting identification and are available for purchase.

The *Membership & Services Directory* lists nearly 500 local businesses and services – essential contacts in planning a meeting or convention.

**Web Site:** The Puerto Rico Convention Bureau's award-winning web site can be viewed at **[www.meetpuertorico.com](http://www.meetpuertorico.com)**. The site features key elements to assist in the hotel and meeting facility selection, as well as the planning and implementation process for any group meeting on the island. These features include a database where planners can complete a meeting accommodations criteria form and receive a listing of properties which meet selected requirements; an on-line Request For Proposal submission form; a comprehensive selection of collateral material and on-line brochures which can be downloaded and used for site selection, and for attendance-building purposes, as well as comprehensive member listings to help identify appropriate meeting space and accommodations, as well as other meeting service providers on the island.

#### **Regional Bureau**

##### **Sales Offices:**

\* **Washington, D.C.:**  
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Contact: Rita Lopez, Director of Sales

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\* **Miami:**  
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