



PUERTO RICO CONVENTION BUREAU CHIEF LEADS INTERNATIONAL CONVENTION BURUEAU ALLIANCE TO NEW HEIGHTS

San Juan, January 18, 2011 – Following a year as the Board Chairwoman of the Best Cities Global Alliance, Ana María Viscasillas, president and CEO, Puerto Rico Convention Bureau has brought the organization to new heights to the benefit of Puerto Rico’s meetings and conventions business.

During her tenure at the helm of the Best Cities Global Alliance, the world’s first and only convention bureau alliance of destination marketing and sales organizations, Viscasillas accomplished the launch of a new web-site, worked with partners to appoint a UK-based business development executive and established a Bid Intelligence Registry – all with an eye towards exchanging information and ideas on how best to serve the needs of convention groups and bring international convention groups to Puerto Rico.

“Our involvement in a consortium of elite meeting destination marketing and sales organizations continues to help raise awareness about San Juan as a world-class meetings destination while demonstrating our commitment in providing the best possible experience to meeting delegates and to the individuals who plan large-scale international gatherings,” stated Viscasillas.

Moving forward, David Frandsen, executive manager of Cape Town and Western Cape Convention Bureau and the newly-appointed Chairman of BestCities noted that the Bid Intelligence Registry which was developed under Viscasillas’ tenure “is, today, a treasure trove of information that will help our partner cities better understand the meeting requirements of clients and serve their needs even better.”

Natasha Tome, chair of the Management Committee which oversees the operational aspect of the alliance adds: “This year, we will launch our series of eight Resource Articles which will provide meeting planners around the world access to best practices for a successful meeting.” Lisa Altieri who leads the sales and development working group in the alliance this year, shared

-more-



Chicago | Miami | New York | San Juan | Washington, D.C.

Sales and Marketing Agent for the Puerto Rico Convention Center





BestCities.../2

that business development ‘has never been stronger’ and promised a host of activities that will give meeting planners more contact with BestCities Global Alliance, including Client Workshops in Copenhagen and Dubai; a hosted buyer program at the IMEX Trade Show, a dinner function with Association Executives at IMEX and regional team activities at AIBTM.

BestCities Global Alliance is a unique and innovative partnership among eight top convention cities - Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, San Juan, Singapore and Vancouver. The Alliance was officially launched in Melbourne in February 2000 and since then, it has attracted and shared hundreds of client referrals and developed its own set of Client Service Standards that have been praised by international meeting clients.

In 2008, the partners of BestCities became the first and only Destination Marketing Organizations to have service standards certified by Lloyd's Register Quality Assurance (LRQA). This is the first world-wide certification program for convention bureau organizations. Certification by LRQA guarantees to clients that the partners live up to these standards.

The BestCities Global Alliance stands for a promise of quality, expertise and professionalism and is recognized for the cooperative spirit that enhances each Partner's contribution and investment. Through resource pooling and leveraging on the exceptional reputation of its Partners, the Alliance continues to build sustainable advantage. The vibrant sharing of best practices, intelligence and knowledge among partners has sharpened each one's competitive edge. The commitment to uphold the standards under its Quality Management System underscores the spirit of excellence in the delivery of services to all clients.

#

Editor's Note:

The **Puerto Rico Convention Bureau (PRCB)** is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico's competitive position in the Americas and abroad by increasing awareness of the Island's outstanding meeting facilities and services, and produces approximately \$97 million to the local economy. The Bureau can be reached electronically through the Internet at info@meetpuertorico.com or at its website www.meetpuertorico.com. The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) opened November 2005. For more information on the new Convention Center visit www.prconvention.com. The Puerto Rico Convention Bureau is the **only** Bureau to have certification by both Lloyds Registered Quality Assurance through the BestCities Global Alliance and accreditation by the Destination Marketing Association International (DMAI) as an elite destination marketing organization. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest standards of service in the meetings and convention industry. For more information, visit www.bestcities.net. DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries.



Chicago | Miami | New York | San Juan | Washington, D.C.

Sales and Marketing Agent for the Puerto Rico Convention Center

