



PUERTO RICO LURES MEETING DELEGATES WITH HIGH-END LUXURY AND CARIBBEAN COOL MEETING SPACES

SAN JUAN, January 25, 2011 – With an eye towards the high-end luxury travel segment, as well as continuing to expand offerings to serve the meetings and conventions market, a pipeline of new hotel developments and major redevelopment projects highlight the future direction of Puerto Rico’s tourism landscape and underscores the interest of top name hotel brands in investing in the destination’s ever-evolving tourism product.

This Spring, Puerto Rico added the flag of the W Retreat brand, the St. Regis opened in November, and in the coming months will add the flags of Ritz-Carlton Reserve, JW Marriott and others to make Puerto Rico a singular destination featuring a cadre of world-class accommodations. In addition, the Puerto Rico Convention Center District will fully realize tourism developers’ vision as a ‘destination within a destination,’ becoming a stand-alone tourism zone complete with hotels, restaurants, retail and entertainment complexes, as well as commercial and residential units -- all centered around the stunning architectural beauty of the Puerto Rico Convention Center.

Following is a brief overview of some of the largest hotel developments and hotel new updates from around the Island.

San Juan

- In addition to celebrating its 60th Anniversary, the **Caribe Hilton Hotel** recently completed its 96 oceanfront Condado Lagoon Villas, making the property the largest resort in the San Juan area with a total of 910 guestrooms. The 1,560 square-foot (145

-more-



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

Sales and Marketing Agent for the Puerto Rico Convention Center





Puerto Rico Hotel Development Update.../2

m2) villas are suited for long-term corporate guests and families, and feature a spacious master bedroom with marble bath; some units offer a living and dining area and fully-equipped kitchen. Villa guests can enjoy all the facilities of the Caribe Hilton, as well as a private beach and pool area.

- With an investment of \$106 million, the highly-anticipated, comprehensive restoration project of the **Condado Vanderbilt Hotel**, one of San Juan’s most renowned properties, is scheduled for completion in Spring 2011. The property will feature 312 guest rooms, including 80 Commodore Suites and 40 Biltmore Suites housed within two, 11-story adjacent towers along with 15,000 square feet (1,394m2) of flexible meeting space and four restaurants.
- **La Concha, a Renaissance Resort**, recently inaugurated an exclusive tower featuring 253 modern suites geared to the business person on extended travel. The \$100 million addition features separate sleeping and living areas, a modern kitchenette and spa-feel bathrooms and brings the total room count at the property to 483.
- In December 2009, the **Verdanza Hotel** was introduced to the San Juan hotel market. The only independent full-service hotel in San Juan, the property (formerly the Holiday Inn San Juan) features 15,000 square feet (1,394m2) of flexible indoor and outdoor meeting space. Special packages for business groups offer distinctive amenities such as group morning stretching sessions, professional barista services, shiatsu massage and VIP discount cards.

Convention Center District

- This year marks the Fifth Anniversary of operations of the **Puerto Rico Convention Center**. This state-of-the-art meetings facility offers the largest convention and exhibition space in the region and is the most technologically-advanced facility of its kind in the Caribbean and Americas. To date, the Center has welcomed over 1.5 million delegates and has been the site of more than 1,500 events.
- Serving as the official headquarter hotel for the Puerto Rico Convention Center, in



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

Sales and Marketing Agent for the Puerto Rico Convention Center





-more-

Puerto Rico Hotel Development Update.../3

November 2009 the 503-room **Sheraton Puerto Rico Hotel & Casino** opened its doors. The \$211 million “urban oasis” features 35,000 square feet (3,252m2) of state-of-the-art flexible meeting space in a conference center setting, with a 16,300-square foot (1,514m2) ballroom, divisible into eight rooms. The property also features a 7,700-square (715m2) ballroom distinctively remarked by the natural lighting and views plus seven other meeting rooms, outdoor event spaces, a spa, fitness center, business center, restaurants and rooftop infinity pool.

- Development of a \$70 million 252-room **Aloft Hotel** continues for a completion date of Spring 2012. Serving as an extension to the headquarter Sheraton property within the District, the property will feature 16,000 sq. ft. (1,486m2) of commercial space.
- Construction of a \$40 million, 300-room **Marriott Courtyard Convention District Hotel** continues within the District with a scheduled opening date of late 2012. Construction scheduled to begin this year

Eastern Region

- Plans for a new \$60 million **Four Points by Sheraton** located adjacent to the Prime Retail outlet mall in Barceloneta were recently announced. Additional Four Points by Sheraton properties are planned for Isla Verde and Ponce.
- The 371-room **JW Marriott Hotel & Resort at Coco Beach** is slated to open in 2011. The \$252 million property will feature 20,919 square feet (138m2) of meeting space, including a 12,000 square-foot (1,115m2) ballroom divisible into multiple sections, seven individual meeting rooms, two board rooms and five hospitality suites. In addition to a 36-hole championship, Tom Kite-designed golf course, the property will feature a 17,775-square-foot (1,651m2) world-class spa and fitness center, outdoor swimming pool, water sport facilities and a 6,370-square-foot (592m2) casino. Other amenities will include an executive club lounge, 24-hour room service and a business center.

-more-



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

Sales and Marketing Agent for the Puerto Rico Convention Center





Puerto Rico Hotel Development Update.../4

- The \$172 million **St. Regis Bahía Beach Resort** opened on November 4, 2010. The **five star property** features 139 suites with more than 5,000 square feet (465m²) of ballroom and meeting space for high-end corporate gatherings. In addition to a 10,000 square foot (929m²) Rémede Spa, the resort is home to a Trent Jones Jr. Golf Course as well as *Jean Georges*, one of the top ten restaurants in the world.
- Following a \$137 million redesign project, the **W Retreat & Spa, Vieques Island** opened in March 2010. The first Starwood-brand W property in Puerto Rico, 157-room beachfront resort features a dedicated lounge at the nearby airport, tennis, a fitness center and spa and is also the home of Alain Ducasse’s newest restaurant, *miXe at the beach*. The property offers over 3,500 square feet (325m²) of event space and studios, business center and Internet access.

Northern Region

- Plans were recently announced for the opening of the **Ritz-Carlton Reserve Dorado Beach Resort & Spa**. Slated for a November 2012 opening, the 130-room resort will be part of a \$2.2 billion master-plan tourism and residential development that includes the reconstruction of the famed Dorado Beach Hotel, founded by Laurance Rockefeller. The first new Ritz-Carlton Reserve six-star hotel in the Americas and the second in the world, other elements of the project include a second luxury hotel, luxury residential units and the redevelopment of two 18-hole golf courses located adjacent to the Dorado property.

Western Region

- **The Mayagüez Resort & Casino** is nearing completion on a \$7 million expansion. By early 2011, a 60 guestroom tower will bring the property up to 200 guestrooms, along with the addition of a new rooftop restaurant. Offering more than 12,144 square feet (1,128m²) of meeting space and a 9,200-square-foot (855m²) conference center facility, the property also features a casino, the area’s largest river pool facility, an Olympic pool, tennis courts, three restaurants and bars and a corporate floor with a business center.

-more-



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

Sales and Marketing Agent for the Puerto Rico Convention Center





Puerto Rico Hotel Development Update.../5

- The 112-room **Rincón Beach Resort** is currently undergoing a multi-million expansion. The 4,600 sq. ft. (427m2) meetings and activities salon was recently completed to accommodate up to 300 people. The boutique property will complete its room renovation in the next few weeks to end the \$4.2 million total investment to the property.

Airlift

- Completion on the construction of a new **Terminal A** at the **Luis Muñoz Marín International Airport** is scheduled for Spring 2011. The new 300,000 square foot (27,871m2) terminal features five passenger gates and four baggage claim area, including a high-tech \$20 million baggage system that is the first of its kind in the Caribbean. In addition to serving Delta and USAirways passengers, the new terminal is the first cruise-friendly terminal in Puerto Rico, with a dedicated check-in counter for cruise passengers and a curbside area designated for buses to transport directly to and from cruise ships in the San Juan port.

#

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

