



## THE PUERTO RICO CONVENTION BUREAU’S ‘SMOOTH MEETINGS SUMMIT’ BRINGS TOP CORPORATE MEETING PLANNERS TO PUERTO RICO

*Program of Activities Designed to Lure Group Bookings, Showcase Destination as a Top Convention Location*

In December, the Puerto Rico Convention Bureau hosted the **SMOOTH Meetings Summit**, a four-day program of activities showcasing and highlighting Puerto Rico’s hotels, resorts, amenities and activities for the meetings and conventions market. The program took place from December 2 – 5, 2010 and brought more than 70 qualified meeting planners to the Island.

The **SMOOTH Meetings Summit** was comprised mostly of corporate meeting planners from the U.S. mainland who book several meetings each calendar year with qualified lead groups considering Puerto Rico for their conferences. During the program, participants conducted site inspections of properties suitable for their group’s needs. Planners also participated in the Bureau’s annual golf tournament, *Meet the Greens*, sponsored by the **Rio Mar Beach Resort & Spa: A Wyndham Grand Resort** and toured the **Puerto Rico Convention Center**. Other program highlights included a guided tour of Old San Juan and a visit to the **Museo de Arte de Puerto Rico**, where planners met one-on-one with local member-suppliers and visited the newly-opened José Campeche exhibit. A final night gala was held at **Hacienda Don Carmelo**, an Equestrian School, where participants enjoyed local cuisine, live music and folkloric dance, and award-winning *Paso Fino* show horses demonstrated their grace and elegance to the group of VIP guests.

“The Puerto Rico Convention Bureau’s SMOOTH Meetings Summit provided an opportunity to have meeting planners experience firsthand the many offerings Puerto Rico has for the group market,” stated Ramón Sánchez, executive vice president & COO, Puerto Rico Convention Bureau. “By visiting various properties, enjoying experiences unique to Puerto Rico all the while developing relationships with hotels and other suppliers committed to service and with a knowledgeable understanding of a group’s needs -- this is without a doubt one of the strongest selling tools for the destination.”



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

Sales and Marketing Agent for the Puerto Rico Convention Center





A complete destination effort, organized by the Puerto Rico Convention Bureau with the support of its member-suppliers, participants were hosted by hotel sponsors including the **Caribe Hilton, Conrad San Juan Condado Plaza, InterContinental San Juan Resort Spa & Casino** and **La Concha: A Renaissance Resort**. Other program sponsors included American Airlines, Anecdote Special Events Productions, Castillo Sightseeing Tours & Travel Services, Inc., Destination Puerto Rico (DMC), Dragonfly Adventures, Gran Meliá Golf Resort Puerto Rico, GSI: Group Services, Inc., Hacienda Don Carmelo, Museo de Arte de Puerto Rico, Rio Mar Beach Resort & Spa: A Wyndham Grand Resort, RST: A Destination Management Company, Sheraton Puerto Rico Hotel & Casino, Verdanza Hotel and Wizard Studios Caribbean. Support for the program was also provided by Puerto Rico’s Café Cola’o, Fusione Food & Beverage Operations & Events, Expo Display Caribbean, Inifinito Productions, Baaska & Scavelli/B&S Music, Ballet Folklórico Guamanique, Entertainment Concepts of Puerto Rico, Moonlight Entertainment and Bertran Photography.



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

Sales and Marketing Agent for the Puerto Rico Convention Center

