



## NEW YORK CITY AND PUERTO RICO SIGN FIRST EVER CITY-TO-ISLAND PARTNERSHIP

*—New Tourism Partnership Highlights Connection and Support Between Two Destinations—*

**New York City (October 23, 2018) – NYC & Company**, New York City’s official destination marketing organization, and **Discover Puerto Rico**, Puerto Rico’s newly established destination marketing organization, today signed a first-ever official partnership to boost tourism between New York City and Puerto Rico. Formalized this morning at a press conference at El Museo del Barrio in Manhattan, the new one-year alliance includes a collaboration agreement between Puerto Rico and New York City, the exchange of marketing assets to boost reciprocal travel, the sharing of best practices in tourism marketing and continued support of Puerto Rico’s successful recovery following Hurricane Maria. NYC & Company Board of Directors Vice Chairman **Charles Flateman** and Discover Puerto Rico CEO **Brad Dean** signed the new agreement at today’s event hosted by **Lin-Manuel Miranda**.

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“As Puerto Rico continues its recovery, NYC & Company is pleased to do its part to further encourage visitation from New York City to Puerto Rico,” said NYC & Company Board of Directors Vice Chairman and Senior Vice President of the Shubert Organization **Charles Flateman**. “Now more than ever, we need to support and celebrate the island while also creating economic impact for the destination. We are honored to work alongside Discover Puerto Rico to communicate that it’s open for business and welcoming travelers.”

“New York City and Puerto Rico share a diverse culture and vibrancy that cultivates a unique affinity between the two destinations, and there could not be a better time for us to align our efforts,” said NYC & Company President and CEO **Fred Dixon**. “We are proud to partner with Discover Puerto Rico to encourage and welcome visitation to the island. This first-ever city-to-island partnership is a remarkable representation of the unity between New York City and Puerto Rico, and we look forward to a productive year ahead.”

“Our partnership with NYC & Company is unprecedented and will help take our strategic tourism efforts to the next level,” said Discover Puerto Rico CEO **Brad Dean**. “We are working aggressively to elevate Puerto Rico’s brand and make it visible to the world as a premier travel destination. Puerto Rico is open for business, and eager to share its rich and diverse culture with visitors. Our entire Island is brimming with festivals, events, attractions, and natural beauty that are waiting to be discovered this holiday season. Puerto Rico is ready to celebrate.”

DATE  
October 23, 2018

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“This partnership is deeply personal for me as it formally bridges two of the most fundamental parts of my identity,” said **Lin-Manuel Miranda**. “As a first generation New Yorker with parents from Puerto Rico and family on the island, I’ve always felt a special connection not only to my life in upper Manhattan but with my roots and summers spent in Vega Alta, Puerto Rico. I do not exist without both or either. Today’s public commitment and bond between these two places that I hold so dear could not be more meaningful.”

The city-to-island partnership includes a swap of marketing and advertising assets, valued at \$300,800. New York City campaign advertisements will be featured on select billboards throughout San Juan, Puerto Rico, beginning November 19, 2018 for three months. Puerto Rico advertisements will appear on bus stop shelters and Link NYC screens across New York City’s five boroughs from November 19, 2018 through January 13, 2019.

New York City has created a unique tagline for promotions in Puerto Rico, “Famous Original, New York City. Always here for you.” or “Famous Original, New York City. ¡Siempre aquí para ti!” This messaging is intended to remind Puerto Ricans that New York City will always welcome them. New York City encourages visits for the upcoming holiday season and into next year as NYC & Company’s “2019: A Monumental Year” messaging unfolds. 2019 will be an extraordinary year for New York City tourism defined by new developments and openings as well as iconic big events and cultural activity.

Puerto Rico encourages New Yorkers to visit the island this holiday season, assuring visitors “We’re Ready to Celebrate.” From the traditional Three King’s Day celebration to the famous San Sebastian street festival, no other island offers the variety of events coupled with extraordinary music and impeccable cuisine found in Puerto Rico. The new campaign features images from San Juan and beyond, showcasing the island’s diverse portfolio of unique experiences that truly sets Puerto Rico apart.

The Puerto Rico engagement of **HAMILTON** will run January 8 - 27, 2019, at Teatro UPR, located at the heart of the University of Puerto Rico’s main campus in San Juan. Miranda will reprise his role as Alexander Hamilton exclusively for the three-week engagement in Puerto Rico.

Currently, there are approximately 26 flights between the New York City area and Puerto Rico daily. As part of the one-year agreement, New York City and Puerto Rico will share best practices in tourism marketing and management to increase visitation in the year ahead.

**About NYC & Company:**

NYC & Company is the official destination marketing organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For the official source on all there is to see and do in New York City, go to [nycgo.com](http://nycgo.com).

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**About Discover Puerto Rico:**

Discover Puerto Rico is a newly established private, not-for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO will bring prosperity to the people of Puerto Rico by collaboratively positioning the Island's diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination and must work collaboratively with key local governmental and non-governmental stakeholders throughout Puerto Rico's visitor economy and community at large, while powering economic growth. For information on what to see and don in Puerto Rico, visit [discoverpuertorico.com](http://discoverpuertorico.com).

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