

# PUERTO RICO WANTS TO ATTRACT EUROPEAN TOURISTS



Puerto Rico is the United States unincorporated territory located in the northeastern Caribbean, east of the Dominican Republic and west of the Virgin Islands. This Caribbean archipelago is made up by the main island of Puerto Rico, the smallest of the Greater Antilles, and a number of smaller islands. There live almost 10 million people on the islands and the capital is San Juan.

Tourism is quite important for the country. The Executive Director of the Puerto Rico Tourism Company (PRTC), Terestella González Denton said: "The development of the tourism industry is intricately linked to the economic progress that our people enjoy. In connection with the economic policies designated by our Governor, PRTC is working toward short- and long-term goals defined by our Strategic Tourism Plan to enhance Puerto Rico's tourism offering, providing substantial economic impact to the Island." The Puerto Rico Tourism Company is public corporation responsible for stimulating, promoting and regulating the development of the tourism industry. Terestella González Denton along with Secretary of the Department of Economic and Commercial Development, Ricardo Rivera Cardona, recently traveled to Europe. They met many important players from the tourism industry as their goal is to promote Puerto Rico and make it easily accessible for European visitors. "One of our priorities is strengthening the Island's presence in Europe, a region which has the potential to increase visitors to Puerto Rico, and in turn economic growth to the Island.", said González Denton. They have spoken with airlines, cruise lines, wholesalers and travel agents and wanted to establish good relations with those tourism related businesses. In fact one of the most important objectives for Puerto Rico was to enhance air access and introduce direct flights from diverse European destinations, making Puerto Rico a more attractive vacation and business destination for Europeans.

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