# **Report:**

**Introduction:**

Puerto Rico is a beautiful island located in the Caribbean Sea. It is known for its stunning beaches, rich cultural traditions, and lively entertainment. The report presents a detailed plan to enhance visitors' experiences, improve the infrastructure, and strengthen Puerto Rico's brand image. Our approach includes a range of strategies, such as reducing crime rates, expanding leisure offerings, conducting market analysis, and launching effective marketing campaigns. We also suggest forming partnerships with hotel brands to increase the accommodation capacity and create unique shopping and lobby concepts. Additionally, we aim to enhance our digital presence and attract more leisure tourists by converting business travelers. Our goal is to establish Puerto Rico as one of the top tourist destinations worldwide by utilizing innovative techniques and strategic partnerships to deliver unforgettable experiences. This report serves as a guide to revitalize tourism in Puerto Rico, drive growth, and ensure that every visitor takes a part of Puerto Rico with them when they leave. Additionally, we aim to enhance our digital presence and attract more leisure tourists by converting business travelers.

**Innovation and Brand Building in the Customer Experience:**

Puerto Rico's tourism has spiked with a 26.7% increase in travel spending, a 24.4% rise in hotel demand, a 21% growth in air arrivals, and 22% more tourism jobs compared to pre-pandemic levels in 2019. The data shows a significant rebound and growth in leisure and business travel to Puerto Rico (*Puerto Rico Meetings and Tourism on a Record Pace | Meetings Today*, 2023).

**Segment your customer**

* **Business Travelers:** These are individuals who travel for work-related purposes. They might be attracted to features like the convention center and private runway for private jet landings.
* **Leisure Travelers:** These are tourists who are primarily interested in leisure activities. They might be attracted to the tourist spots and the nearby coastline.
* **Luxury Travelers:** These could be a subset of business and leisure travelers. They are individuals who prefer high-end, luxury experiences. The private runway for private jet landing might be particularly appealing to them.
* **Adventure Travelers:** These are individuals who enjoy outdoor and adventurous activities. The nearby coastline could offer various water sports and activities to attract this segment.

**SWOT Analysis**

**Strengths: Weaknesses:**

* Accessible location Infrastructure issues
* Year-round tropical climate Environmental vulnerability
* Rich culture Economic instability
* Diverse Natural Beauty Limited marketing budget
* Historic site's Dependence on US policies

**Opportunities: Threats:**

* Diversify tourism offerings Natural disasters
* Invest in infrastructure Political instability
* Adopt sustainable practices Competition from other destinations
* Expand cruise tourism Global economic factors
* Use digital marketing Health pandemics and travel restrictions

Some strategies are in place to foster innovation and enhance brand recognition in Puerto Rico.

1. **Accommodation**

The accommodation strategy aims to enhance the guest experience by integrating retail and entertainment facilities. For instance, DoubleTree Hilton plans to feature a beach club and a gift shop. Conrad intends to captivate guests with a bar, grill, and gift shop. Hilton is set to entertain with a casino and a gift shop. Meanwhile, Hampton by Hilton proposes a coffee and chocolate outlet and a gift shop to delight visitors. This approach ensures a diverse and engaging experience for all guests.

**2. Marketing and Brand building**

**Project Adventure:**

**Indoor Spectacular Stunt Shows:** A captivating performance by professional stunt performers featuring high-flying motorcycle jumps and gravity-defying acrobatics that leave the audience in awe. The performers' bravery and talent are displayed throughout the show, making for a truly remarkable experience.

**Surfing Along the Coastline**: Discover the thrill of surfing in Puerto Rico's warm Caribbean waters. With ideal conditions for all levels of surfers, our coastline is perfect for catching the perfect wave.

**Water Adventures Galore:** Enjoy a range of water sports in Puerto Rico's pristine waters, from jet skiing to snorkeling among colorful coral reefs to parasailing above the waves.

**Project Sports:**

**Exciting Combat Sports:** Experience the adrenaline-pumping action of live combat sports as skilled athletes showcase their proficiency in various disciplines. From the lightning-fast strikes of mixed martial arts to the precision of boxing, these events are guaranteed to captivate and engage audiences from start to finish.

**NBA All-Star Events:** The National Basketball Association (NBA) draws an audience of approximately 5.5 million viewers, representing a golden opportunity to showcase the allure of Puerto Rico. Notably, tickets for NBA games are consistently sold out, emphasizing the impact and reach of promoting Puerto Rico during these intervals. The NBA anticipates that the upcoming weekend could contribute an estimated $320 million to the economy (Dosh, 2024).

Visualize viewers being presented with captivating commercials during game intervals that highlight the stunning beauty of Puerto Rico. These commercials engage viewers with awe-inspiring visuals and encourage them to consider planning a vacation in Puerto Rico.

**Happening scenes:**

**Indoor Fun for All:** Our indoor activities provide diverse options for leisure and entertainment, irrespective of the weather outside. You can test your immersive gaming skills by participating in gaming tournaments, immersing yourself in virtual reality experiences, or spending quality time with your loved ones. We welcome you to indulge in these activities and maximize your time here.

**Music and Food Festivals:** Experience the colorful sights, melodious sounds, and delightful flavors of Puerto Rico's rich cultural heritage. Relish a diverse range of exquisite cuisines worldwide while enjoying live performances celebrating the island's varied musical traditions.

**New Product Launch and Networking:** Preview the latest and greatest gadgets, appliances, and inventions before they hit the market. The introduction of a new product and the organization of launch events could offer significant networking opportunities.

**Fashion Shows**: Experience the excitement of high fashion as models strut down the runway in the latest designer creations. From glamorous evening gowns to cutting-edge streetwear, these fashion shows showcase the creativity and talent of top designers worldwide.

**Automotive Show:** Discover the latest developments in the automotive industry by getting up close and personal with the most recent models and features of leading car brands. Whether you are a car enthusiast or appreciate cutting-edge technology and sleek design, the car expo offers an opportunity to explore the most recent trends in the automotive industry.

**Fun for Everyone at Our Fairs:** Our events provide a wide range of opportunities for attendees to immerse themselves in various experiences. Our fairs cater to diverse interests, From gastronomic celebrations showcasing delectable cuisines to technology exhibitions featuring the latest gadgets and innovations. Attendees can enjoy these events with friends and family while creating meaningful memories that last a lifetime.

**Spa and wellness:** We’re launching new spa and wellness services in Puerto Rico, catering to both business professionals and leisure travellers. Enjoy massages, pampering, or a quick pedicure. Our goal is for you to leave rejuvenated and ready to enjoy Puerto Rico. Consider our spa your personal retreat for relaxation and balance.

**Indoor Zoo**: Experience a world of exotic animals in our indoor zoo. It’s an educational hub promoting conservation awareness, perfect for families and wildlife enthusiasts.

**Indoor Aquarium**: Our indoor aquarium offers an underwater adventure. With diverse marine life and interactive exhibits, it’s a hit among all age groups.

**Indoor Nature Experience**: Our indoor nature experience is a tranquil oasis replicating various ecosystems. It offers educational workshops and mindfulness sessions, promoting well-being.

**Introduction of Puerto Rico Beach Clubs**

Puerto Rico is a popular destination for its fun nightlife and magnificent beaches. However, we propose to make these beaches even more fun and active by organizing live music and concerts by famous DJs. This will allow tourists to enjoy the clear sea and sunbathe on golden sand beaches while listening to their favorite music. The Puerto Rico beach clubs are the perfect venues for such events, offering a unique experience to tourists. Therefore, it is recommended that Puerto Rico should invest in organizing such events to boost its tourism industry and attract more visitors to the island.

**Budgeting:**

The total proposed budget is $349,000, which will be used to market various tourism offerings in Puerto Rico. The largest allotments are $73,000 each for marketing the Hilton Hotel and Casino. This makes sense as hotels and casinos are major tourism draws that require substantial promotion. Outdoor adventures, events, and beach clubs collectively have $114,000 allocated. These experiences align well with Puerto Rico's natural offerings and tourism landscape. Spreading the budget across various providers creates broader exposure. $38,000 for an indoor safari exhibit will provide unique attractions beyond beaches and resorts. This could help attract tourist segments looking for diverse experiences.

The $33,000 for a "Happening Scenes" project seems broad and vague. More details on the goal of this initiative would help justify the significant budget. A moderate $23,000 is allocated to food and beverage promotions, recognizing culinary experiences as an emerging tourism trend. However, more could potentially be allotted to this area. The $16,000 for social media marketing appears low, given its importance for reaching today's travelers. This budget could likely be increased to amplify Puerto Rico's digital promotion. The proposed budget focuses on major tourism venues and outdoor experiences typical of Puerto Rico. Adjustments, like increased digital marketing and shifting from vague "happening scenes" to more targeted initiatives, could help strengthen the plan.

**Website Audit:** We have conducted a brand audit and divided the evaluation into 10 distinct categories.

current website <https://prcda.com/>

**Shorten Promotional Video:** Replace the 3-hour video with a concise, engaging 2-5 minute highlight reel to capture interest quickly.

**Enhance Content Quality:**

Provide detailed descriptions of venues and projects, including specific information and content to engage users.

**Improve Visual Appeal:**

Add more images and virtual tours of buildings and areas, accompanied by inspiring slogans for better user interaction.

**Interactive Features:**

Incorporate a "Contact Us" section and introduce a chatbot for instant visitor engagement and support.

**Modern, Responsive Design:**

Redesign the website with a clean, user-friendly layout that adapts to various devices for easy navigation.

**Expand Language Support:**

Beyond English and Spanish, include additional languages to cater to a broader audience.

**Broaden Social Media Integration:**

Extend the website's reach by integrating more platforms like Instagram and TikTok, in addition to existing ones.

**Regular Content Updates:**

Keep the site fresh with regular updates on news, industry information, and local events to encourage repeat visits.

**SEO Optimization:**

Implement search engine optimization strategies like Keyword Research, Mobile Optimization, Page Load Speed, High-Quality Backlinks, Secure Website, Structured, Data Markup, and Regular Analytics Review to enhance visibility and attract more traffic.

**Highlight Sustainability and Community:**

Feature sections on sustainability efforts and community involvement projects to showcase commitment to social responsibility.

**Hospitality design: Expansion of the Hilton Hotel Brand in the San Juan Region**

**Background**

The current room capacity is 1,250 in the region.

Opportunity exists to expand as the area can host 15,000 convention attendees

The goal is to build 2-3x the current room count to meet the demand.

**Proposed Hotels**

**DoubleTree by Hilton - L8 Beachfront**

400 rooms over 13 floors

Beachfront location with beach club and spa

$350/night starting room rate

Conrad Hotels & Resorts - L7 Downtown

**500 rooms over 17 floors**

Downtown location adjacent to casino

Spa, rooftop amenities

$500/night starting room rate

**Hilton Hotels & Resorts - L5 Convention Center**

600 rooms over 15 floors

Next to convention center

Rooftop amenities, casino, aqua park

$300/night starting room rate

**Hampton by Hilton - Airport**

250 rooms over 5 floors

Airport location with ample parking

Budget-friendly option

$200/night starting room rate

Total: 1,750 new rooms across 4 Hilton properties

Doubles current capacity

Offers options for all traveler segments

Leverages strong Hilton brand recognition

Further research can refine room counts and amenities, but this covers the key highlights of the proposed expansion plan leveraging the Hilton brand.

**The six brands we chose considering the service provided by our Hilton brand are as follows.**

1-Gucci

2-Chanel

3-Nike

4-Apple

5-Savage X Fenty

6-Nordstrom

By choosing Gucci and Chanel brands, we plan to serve customers who want a more luxurious shopping experience. Although we consider Nike one of the first places where young people and children will want to shop, we plan to meet everyone's sports equipment needs. We intend to open the store, which has never been opened in Puerto Rico, first in our Hilton hotels, so there is no place to shop for technology. Savage X Fenty is a store that mainly serves female customers in the underwear field. When we examined the area, we decided that there was a need for such a store. We plan to offer more than one brand under one roof to our customers who need help finding what they want in our other brands.

**Tailored Packages**: Develop special leisure packages specifically designed for business travelers. These packages could include relaxation activities, cultural experiences, and sightseeing tours, allowing business travelers to extend their stay and explore the destination at their leisure.

**Partner with Businesses**: Collaborate with local businesses, hotels, and conference centers to offer incentives or discounts for extending stays for leisure purposes. This could include discounted accommodation rates, complimentary leisure activities, or special deals at restaurants and attractions.

**Business-Leisure Blend:** Offer flexible itineraries that blend business and leisure activities. For example, organize networking events in scenic locations or offer team-building activities incorporating leisure elements, such as cooking classes or nature excursions.

**Stress reduction:** Business travel can be stressful, but the addition of leisure time allows individuals to unwind and relax. This can lead to increased job satisfaction and improved mental well-being. In Puerto Rico, there a lot of beautiful walking nature routes.

**Creating a brand experience:**

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Appendix:

**Transporting Guests to Puerto Rico's Magical Glowing Beaches:** We’re excited to launch a new service: a thrice-weekly shuttle from our convention center to Puerto Rico’s mesmerizing bioluminescent beaches. This service provides easy access to nature’s most extraordinary displays, catering to business travelers and vacationers. We aim to highlight Puerto Rico’s natural beauty and create unforgettable experiences, enhancing guest satisfaction.

Our meticulously designed events aim to showcase Puerto Rico’s rich culture and attractions, offering something for everyone. Our promotions aim to encourage visitors to extend their stay and explore more, thereby boosting tourism and the economy. Our lineup includes thrilling combat sports events to captivate audiences and enhance their experience. Ultimately, we aspire to transform game intervals into potential vacation extensions.

**Lower crime rate:**

Based on 2023 data, Puerto Rico has a crime index of 62 and a safety index of 38. This figure is much higher than the domestic crime index of 49. A high crime index will affect business and leisure travel, as the risk of traveling to a high-crime area is higher. So, for Puerto Rico, lowering its crime index would promote it as the number one choice for travelers in the region.

1. Community policing and participation: strengthening the relationship between communities and the police. Police should engage with residents, attend community meetings, and cooperate in crime prevention. Community members are encouraged to report suspicious activity and work together to address local safety concerns.

2. Invest in education and youth programs: quality, accessible education to keep young people away from criminal activity. Furthermore, young people are less likely to commit crimes when they work and earn a decent income.

3. High-crime areas and repeat offenders: Focus law enforcement efforts on high-crime areas—increased police presence. Moreover, the second offense is avoided by strengthening the supervision of probation and parole personnel.

4. Guarantee the life of the released persons: By providing life security for the released persons, including work, short-term residence, etc., the probability of a second crime is reduced.

5. Economic development and poverty reduction: High unemployment and poverty are closely related to crime. Reduce poverty rates through economic means, such as job creation, social security systems, etc

6. Gun control: Implement stricter gun laws, such as backtracking when purchasing firearms, and promote responsible gun ownership and storage methods.

7. Improve drug abuse and combat drug crime: Drug abuse breeds crime, such as murder, robbery, theft, etc. While drug crime itself will increase the crime index, improving drug abuse and combating drug crime can reduce the crime index (Banyan Treatment Center, 2022).

Hotels and tourism go hand in hand. For example, the area you are assigned to can accommodate 15,000 people for conventions. However, the number of hotel rooms within the area is 1,250. There is an opportunity to build more hotels within the district. Think big. The first phase should be 2-3 times the current rooms at 1,250, but with research, each team will make a sound decision. Is this the correct number of rooms? The following should be taken into consideration.

​ **Hospitality design: Expansion of the Hilton Hotel Brand in the San Juan Region**

We will build 4 hotel buildings. For the first of these, we chose the **L8** region because when we looked at the region, we saw no hotels on the seashore. Due to the lack of a hotel close to the conventional center and on the seashore, our first construction will be Doubletree by Hilton in the L8 region. This region is the second largest region where we can build. We will use this size in terms of rooms and buildings and enable our customers to benefit more from Puerto Rico's beaches. Unlike the normal beach part, this hotel will be in a part where we will provide Beach Club service. You can attend the happy hour events of world-famous DJs while swimming in the deep blue sea of Puerto Rico or sunbathing on its golden beaches, and we aim to turn the beach into a much more entertaining environment for you. In this hotel, we offer spa wellness services to our valued customers. It offers various services and care designed to nourish the mind, body, and soul. We aim to serve our customers in this hotel, which has 13 floors and 400 rooms. We are planning to start the prices of the rooms in this hotel at 350 USD.

Our second option is the **L7** region. This region is the third largest region where we can build in this area. In this region, we will build our Conrad Hotels & Resort concept, one of the most prominent concepts of the Hilton brand. We will also add a Casino to this unique concept and plan to maximize our customers' accommodation experience. There is currently only one casino in this region, and we thought of offering more casino options to our customers. In this hotel, we offer spa wellness services to our valued customers. It offers a range of services and care designed to nourish the mind, body, and soul. We plan to provide service in this hotel, which has 17 floors and 500 rooms. We are planning to start the hotel's room prices at 500 USD.

We plan to build our third option in the **L5** region, one of the largest regions where we can build with 6.6 cdas. We will serve this region with the Hilton Hotels & Resorts concept. In this hotel, we plan to provide service on 15 floors and 600 rooms in total, and we plan to provide rooftop service with both the sea and the unique San Juan view on our 15th floor. Finally, just like in our Conrad hotel, we will provide casino service to our customers in this hotel and allow our customers to choose the casino they want. We plan to build an aqua park in this hotel, in addition to our swimming pool, which is unavailable in the surrounding hotels and where our customers can spend time. We are planning to start the prices of the rooms in this hotel at 300 USD.

We will build our last hotel further away from these three, in the **I1 and I2** regions. We will serve as the Hampton by Hilton concept in this region. The biggest reason we chose this area is that we think there is an abundance of parking services in the region, so we aim to transform this parking area into an accommodation place. Since this area is close to the airport, it will have five floors in total, but since we have a large area, we will serve 250 rooms. We are planning to start the prices of the rooms in this hotel at 200 USD.

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