



The benefits of collaborating with a local CVB/DMO.

The stakes are always high when planning an event or conference. According to the Convention Industry Council, it's a \$106 billion industry in the U.S. alone, and businesses typically allocate one-fourth of their annual B2B budget to ensure these events are a memorable success. Working with ever-tightening deadlines and long wish lists, the challenge becomes magnified tenfold for event planners as they attempt to break out of the event mold without breaking the bank. Rather than go it alone and DIY an event directly with a hotel or facility – many savvy planners minimize their stress, stretch their dollars further and work more efficiently by coordinating with local CVBs and DMOs. It makes dollars and sense when you consider the service is free.

It's like having a personal assistant. For free.

A DMO/CVB is a planner's boots-on-the-ground coordinator. Providing unbiased information about hotels, venues, attractions and facilities in their location, their sole function is to help facilitate successful events. In constant communication, a DMO/CVB offers one-stop shopping based on a planner's needs: from finding the perfect venue, to assisting in the development and distribution of RFPs, to advocating on a planner's behalf with the meeting destination community and/or convention center, to suggesting attractions that might appeal to a particular audience. Local DMO/CVBs have no hidden agenda and remain honest with planners about busy periods, weather forecasts and local events that might affect the success of a meeting. They are experts in the field and even have sales managers dedicated to specific markets and regions.

Where collaboration results in tan lines.

For 52 years, Meet Puerto Rico has helped groups from 10 to 10,000 escape the conventional. MPR offers everything a planner could want or need for a successful event – even down to a 600,000-square-foot convention center, championship golf, stunning beaches and zip lines high above lush forests and waterfalls. Organizing and negotiating on your behalf with its 250+ member-suppliers, the experts at MPR are dedicated to your success. MPR keeps on top of current trends in meetings and provides counsel on how to create an experience that reflects the current travel environment. More and more authentic and experiential trips are being requested – and Puerto Rico answers that call. Most importantly, your attendees will leave with memories of a fantastic time. On a tropical island. In the Caribbean. No passport required.



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