Destino Hack Summit brings together global and local leaders to drive business growth through the Visitor Economy

Google, TripAdvisor and Airbnb, among others, will present best practices to promote economic development in Puerto Rico

October 2, San Juan – Foundation for Puerto Rico announced today the details of its event Destino Hack Summit, the first conference in the Caribbean focused on technology and innovation in the Visitor Economy, whose purpose is the economic development of the island.

The Destino Hack Summit, which will be held on Friday, October 5 beginning at 8:00 a.m., will feature regional executives from technology and tourism companies, such as Google, TripAdvisor, Airbnb, Skift, Evertec, Tourism Company and Discover Puerto Rico, among others. These will address topics such as understanding visitor search patterns and improving discovery on the web; leveraging digital innovation for Puerto Rico; improving Puerto Rico’s image; tourism and digital transformation; content for a digital age; alternative lodging; Puerto Rico as a global innovation hub; the future of travel; and seven habits of effective businesses on TripAdvisor, among others.

Also, Foundation for Puerto Rico will present its study on digital presence in Puerto Rico and launch its initiative that seeks to attract more visitors to the island and extend their stay by sharing information with travel platforms.

Likewise, the conference will feature a startup showcase, expo and various opportunities to present the most innovative products and services in the Visitor Economy.

Annie Mayol, president and COO of the Foundation for Puerto Rico, said that “our organization aims to transform Puerto Rico into a destination for the world and we are proud to be a catalyst for the gathering of international and local leaders to promote economic development, especially by supporting our entrepreneurs with the necessary tools to prosper.”

“The government of Puerto Rico is committed to using innovation as a vehicle to transform the tourism sector and the Visitor Economy to position ourselves as the most competitive destination. Being technology a tool to innovate, we have launched projects such as the mobile application ‘My Puerto Rico’, aimed at providing the visitor with a virtual ‘concierge’ experience that seeks to improve the quality of service in those hotels that acquire the platform. Likewise, we recently announced the development of a new
archive of tourism intelligence with the ability to integrate statistics from the sector in a
digital, automated and real-time manner. Destino Hack allows us to share the different
technological solutions generated by the actors of the Visitor Economy to align efforts,”
emphasized Carla Campos, executive director of the Puerto Rico Tourism Company.

For he party, Alma Pedrosa, CFO of Discover Puerto Rico, pointed out that “studies
carried out by our Marketing team revealed that the so-called baby boomers predominate
in the demographic of visitors to Puerto Rico, so technology will be crucial to attract the
so-called 'millennials' to visit the island, as well as other segments of the population.”

The hackers will collaborate in the solutions to the technological problems presented
by the Visitor Economy

On the other hand, Foundation for Puerto Rico will celebrate a hackathon on Saturday, 6
and Sunday, October 7 at the Colaboratorio in Santurce. It will gather approximately 150
hackers (programmers, designers, entrepreneurs) and 50 mentors, who for 24 consecutive
hours will develop applications and technological solutions focused on improving the
visitor experience. The teams will compete for metal prizes and destination experiences.
Companies like Google, TripAdvisor and Airbnb will share their data, tools and mentors.
Foundation for Puerto Rico will also share access to its database of more than 8,000
points of interest in Puerto Rico, ViewPR.

“Technology provides us with the opportunity to make great changes and improve the
visitor's experience because our goal is for more people to visit, live, work and study in
Puerto Rico,” said Damaris Ocasio, CFO and ViewPR lead of Foundation for Puerto Rico.

Destino Hack is organized in partnership with shareholders of the tourism and technology
industry. Some of the collaborators include the Uno Radio Group, the Puerto Rico
Tourism Company, Amgen, Google, TripAdvisor, hyp3r, Evertec, Discover Puerto Rico,
the Puerto Rico Science, Technology and Research Trust, Atlantic University, Gladius,
Rums of Puerto Rico, Spotery Cable & Wireless, Link Puerto Rico, Skift, Engine 4,
Colmena 66, Pueblo, Krispy Kream, Toro Verde, Interlink, Miles Partnerships, and
Church’s Chicken.

For more information about the event or to register, go to www.destinohack.com or call
787-773-1100. For sponsorship and group opportunities, you can write to
sponsor@destinohack.com.

About Foundation for Puerto Rico

Foundation for Puerto Rico is a non-profit organization established in 2011 that seeks to
unleash the island's full potential as an active participant in the world economy with
sustainable programs that drive social and economic development. From knowledge to
action, our goal is to transform Puerto Rico into a destination for the world. We want
people to come to Puerto Rico to visit, live, work and invest.
Contact:
Paola F. Figueroa Emanuelli – (787) 636-5352