Executives from Google, TripAdvisor and Skift present best practices and businesses opportunities at the Destino Hack Summit

Foundation for Puerto Rico brings together local and national leaders to promote business growth through the Visitor Economy

September 21, 2018, San Juan – Regional executives of technology and tourism companies, such as Google, TripAdvisor, Skift, the Puerto Rico Tourism Company and Discover Puerto Rico, among others, will present future trends, best practices and business opportunities at the Destino Hack Summit, to be held on Friday, October 5 at the Museo de Arte de Puerto Rico in Santurce.

The conference, organized by Foundation for Puerto Rico, will run from 9:00 a.m. at 4:00 p.m. and will feature talks, panels, a startup showcase, and various opportunities to present the most innovative products and services in the Visitor Economy.

Among the speakers at the event are Carla Campos, executive director of the Puerto Rico Tourism Company of Puerto Rico; Leah Chandler, Director of Marketing of Discover Puerto Rico; Liz Mabe, Director of Digital Marketing of Discover Puerto Rico; Giovanni Stella, Google Country Manager Colombia, Central America & Caribbean; Alejandro Rico, Google Team Lead Caribbean and Central America; Steven Paganelli, Steven Paganelli, TripAdvisor Americas Head of Destination Marketing; Nate Huff, Miles Partnerships Brand USA Senior Vice President, among others.

For her part, Annie Mayol, president and COO of the Foundation for Puerto Rico, said that “to keep our country relevant, competitive and at the forefront, it is necessary to promote emerging technologies that attract the visitor to our unique experiences, products and services. The world has to know what we offer. This conference will help us understand global best practices, develop partnerships and accelerate innovation in the Visitor Economy.”

The Visitor Economy includes all direct, indirect or induced economic activity related to the visit of a person or group. It encompasses unique experiences such as cultural, gastronomic, ecological, educational, sports, and medical tourism, among other possibilities.
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.

Destino Hack is organized in partnership with shareholders of the tourism and technology industry. Some of the collaborators include the Puerto Rico Tourism Company, Amgen, Google, TripAdvisor, Discover Puerto Rico, Cable & Wireless, Link Puerto Rico and Skift. For more information about the event or to register, you can visit 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.

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Contacto:
Paola F. Figueroa Emanuelli – (787) 636-5352