Skift, the largest intelligence platform focused on tourism, joins Foundation for Puerto Rico to support volunteer recovery activities at Punta Santiago Natural Reserve in Humacao

June 24, 2018 – Humacao – As part of the Bottom Up Destination Recovery Initiative, 40 Skift employees, including its CEO Rafat Ali, joined forces with Foundation for Puerto Rico in a reforestation effort at Punta Santiago in Humacao.

In collaboration with local NGO’s Para la Naturaleza and P.E.C.E.S., as well as Enactus from the University of Puerto Rico and the Department of Natural and Environmental Resources, the group planted trees in Humacao’s Natural Reserve Efraín Archilla Diez. Humacao, a key tourism hub in the region, was severely damaged by Hurricane María.

Skift is the largest intelligence platform in the tourism industry providing media, insights and marketing to key sectors of travel with more than a million monthly website visits and close to half a million followers on social media.

“We are grateful and eager to continue to collaborate with local and international organizations, share knowledge, best practices and work together to drive Puerto Rico’s economic development as we move forward with the Bottom Up Destination Recovery Initiative helping communities become destinations for the world,” said Maria Jaunarena, Executive Vice President of Foundation for Puerto Rico, adding that Skift’s team visit will expand and add depth to the network of organizations working together to increase the number of visitors Puerto Rico welcomes yearly.

“After watching the devastation caused by Hurricane María in Puerto Rico, we decided as a team to help in the recovery. Also, being a company focused on the tourism industry, we are very aware how important this sector is to the island, so this visit helps us see first hand what Puerto Rico has to offer to travelers,” said Skift Founder and CEO, Rafat Ali.

The Skift team will meet on Monday with Brad Dean, CEO of the new Destination Marketing Organization (DMO) and several members of the DMO marketing team. “Skift is a progressive change agent that drives innovation throughout our industry. In addition to positively impacting our local economy and our destination, Skift is helping shape our future by giving Puerto Rico’s DMO a unique opportunity to interact with some of the most talented thought leaders in our industry,” said Dean.
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.

###

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