Skift Foundation and Foundation unite to continue transforming Puerto Rico into a destination for the world


“We are honored that Skift was inspired by our work after their visit to Puerto Rico to affirm their commitment to social innovation by establishing the Skift Foundation and grateful that they selected us as their first collaborator. This alliance will allow us to leverage resources, networks and knowledge of the global travel industry in support of the work we do together with communities to boost their sustainable economic development,” said María Jaunarena.

The newly created Skift Foundation will focus on providing services and monetary grants to the under-resourced destinations, organizations, and small businesses in the global travel and hospitality sectors worldwide. Likewise, the foundation’s activities will support progressive destinations that embrace the curiosity and diversity implicit in the promise of travel: that travel is the most progressive expression of human curiosity and helps break silos of the mind.

The Skift team visited Puerto Rico in June and joined forces with Foundation for Puerto Rico to carry out reforestation work in the Punta Santiago Natural Reserve in Humacao, an important natural resource for the community and tourism in the region that was severely affected after the passage of Hurricane Maria.

The announcement was made as part of Skift's fifth global forum, which takes place this week in New York, with speakers from global companies such as Google, Brand USA, TripAdvisor, MasterCard, Jetblue, Princess Cruises and Hyatt Hotels, among others. Over 1,100 people from 43 countries participated in the conference.

Likewise, Governor Ricardo Roselló was the keynote speaker at the opening event, while Carla Campos, executive director of the Tourism Company of Puerto Rico, spoke about the importance of taking advantage of the opportunity and the resources that will be made available to improve our infrastructure and build a future tourism industry that gives way to a strong Visitor Economy.
Skift is the largest information platform that offers news, media, marketing, research, and perception services to key sectors in innovation and technology related to the travel industry. Currently, the company has a million monthly visits to its website and almost half a million followers on social networks.

**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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