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PUERTO RICO CONVENTION BUREAU LAUNCHES NEW ‘MEET SAN JUAN’ WEB SITE

**--Interactive Site is Tailored to the Needs of Meeting Planners;
 Features Offerings of Island’s Dynamic Capital City, a Partner in BestCities Global Alliance--**

SAN JUAN, May 2, 2011 -- The Puerto Rico Convention Bureau has launched a new interactive web site dedicated to meetings and conventions in San Juan. Tailored specifically to the needs of meetings planners and convention delegates, **MeetSanJuan.com** offers in-depth information on accommodations, meeting venues and other information to help organizers plan and host a conference, convention or exhibition in Puerto Rico’s capital city of San Juan, enhancing San Juan’s offerings on meetpuertorico.com, the Island’s official website portal for meetings and conventions.

A centralized portal, **MeetSanJuan.com** joins in with the other partner cities of the BestCities Global Alliance in providing planners with details and facts on the city, points of interest, detailed maps, entertainment and dining guides. Through the site, planners can obtain information about San Juan hotels, resorts and meeting facilities; the state-of-the-art Puerto Rico Convention Center; air lift and ground transportation; as well send out an online *Request for Proposal(RFP)* for room blocks and other services. The site also provides links to destination partners such as the Municipality of San Juan, the Puerto Rico Convention Center, Puerto Rico Hotel & Tourism Association, and the Puerto Rico Tourism Company. The city of San Juan, represented by the Puerto Rico Convention Bureau, is a proud partner of the BestCities Global Alliance, the world’s first and only convention bureau alliance with eight partners on five continents and representing the highest standards of service in the meetings and convention industry.

MeetSanJuan.com was developed by the Puerto Rico Convention Bureau, the Island’s official destination marketing and sales agent dedicated solely to the meetings and conventions market. With vibrant images of San Juan, the new web site complements the Puerto Rico Convention Bureau’s **MeetPuertoRico.com** web site. Incorporating the tone and messaging of the organization’s SMOOTH Meetings campaign, the site serves as an example of the ways in which the organization and its partners are committed to the meetings market and the destination’s ability to host sophisticated, service-oriented, streamlined meetings for corporations, associations and other major meeting groups.

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Sales and Marketing Agent for the Puerto Rico Convention Center





MeetSanJuan.com.../2

For more information about hosting a meeting or program in San Juan, visit www.MeetSanJuan.com. For details and information on hosting a program in Puerto Rico, visit www.MeetPuertoRico.com.

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Editor's Note:

The **Puerto Rico Convention Bureau (PRCB)** is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico's competitive position in the Americas and abroad by increasing awareness of the Island's outstanding meeting facilities and services, and produces approximately \$97 million to the local economy. The Bureau can be reached electronically through the Internet at info@meetpuertorico.com or at its website www.meetpuertorico.com. The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) opened November 2005. For more information on the new Convention Center visit www.prconvention.com. The Puerto Rico Convention Bureau is the **only** Bureau to have certification by both Lloyds Registered Quality Assurance through the BestCities Global Alliance and accreditation by the Destination Marketing Association International (DMAI) as an elite destination marketing organization. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest standards of service in the meetings and convention industry. We are joined as Best Cities by other notable destination convention bureaus including Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, Singapore and Vancouver. For more information, visit www.bestcities.net. DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries.



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