

(H. B. 417)

**(No. 7-2015)**

(Approved February 6, 2015)

## **AN ACT**

To add a new subsection (dd) to Section 5 of Act No. 10 of June 18, 1970, as amended, known as the “Puerto Rico Tourism Company Act,” in order to establish the duty of the Agency to promote the Island as a culinary, sports and recreation, cultural, medical, nature and adventure, luxury, and meeting destination, among other strategies and initiatives to be developed; and for other related purposes.

### **STATEMENT OF MOTIVES**

According to an article published by *El Nuevo Día* (Tuesday, January 25, 2010, page 36), Puerto Rico is ranked fourth among the top culinary destinations worldwide, pursuant to data published on The Huffington Post’s website. The Huffington Post article entitled “Top 10 New Culinary Destinations,” described Puerto Rico as the best travel option in the Caribbean for food lovers, thanks to its broad and varied culinary offer.

Japan ranks first, Malaysia second, and England third. Puerto Rico ranks fourth followed by Sri Lanka, Peru, Morocco, Belgium, Panama, and South Korea which rank fifth, sixth, seventh, eighth, ninth, and tenth, respectively.

The Huffington Post’s website is one of the most popular Internet news sites in the United States with over one million comments every month, and over 3,000 contributors or bloggers, according to a written statement.

According to a report of the International Culinary Tourism Association ([www.culinarytourism.org](http://www.culinarytourism.org)), on average, food travelers spend around one thousand two hundred dollars (\$1,200) per trip, with fifty percent (50%) of said budget going towards food and food-related activities, thus guaranteeing a solid boost to the economy. According to the Association, this market's growth shall strengthen even more in the next ten (10) years.

Moreover, according to information gathered on the Internet, culinary or food tourism is a tourism modality where the activities are mainly focused on the cuisine of the visited country. This type of tourism is a new adventure option that is geared toward not only people who enjoy fine dining, such as chefs or gourmets, but also all kinds of people who are willing to experience a new culinary adventure.

The activities included as part of the culinary tourism are not limited to restaurant dining and tastings, it also includes visiting markets, local food stands, and locals' homes, as well as participating in local events, among others. Rather than merely visiting a place, the purpose of this type of tourism is to be amazed by the new flavors and/or culinary preparations.

As filed, this measure proposes, in addition to culinary tourism, the promotion of Puerto Rico as a sports and recreation and cultural destination. The promotion strategies included are consistent with the strategies and efforts of the Puerto Rico Tourism Company to further niche markets. Said niche markets include Sports and Recreation Tourism, Cultural Tourism, Culinary Tourism, Medical Tourism, Nature and Adventure Tourism, Luxury Tourism, and Meeting Tourism, among others. Even though medical, nature and adventure, luxury, and meeting tourism were not originally considered, they were included nonetheless.

Consistent with the efforts and initiatives of the Puerto Rico Tourism Company, this Legislative Assembly hereby establishes as the duty of the Company to promote the Star Island as an ideal place to visit, invest, live, and study.

For such purposes, it is necessary to diversify the tourist offering in order to render Puerto Rico a more attractive destination for potential visitors. Furthermore, a consistent image of the Island is thus created and a fixed international positioning is thus achieved.

***BE IT ENACTED BY THE LEGISLATIVE ASSEMBLY OF PUERTO RICO:***

Section 1.- A new subsection (dd) is hereby added to Section 5 of Act No. 10 of June 18, 1970, as amended, to read as follows:

“Section 5.- Rights, Duties, and Powers

The Company shall have and may exercise the rights, duties, and powers as are necessary or convenient to promote, develop, and improve the tourist industry, including, but not limited to, the following:

(a) ...

(cc) ...

(dd) To establish, among other strategies and initiatives that may be developed, a marketing program for the purpose of promoting the Island as a culinary, sports and recreation, cultural, medical, nature and adventure, luxury, and meeting destination, among others. In order to guarantee the full development of the program, it is hereby provided that the Company shall enter into collaboration agreements with restaurateurs, associations, and sports, recreational, cultural, medical, ecological, meeting promotion entities, among others, concerned with the development, creation, and holding of tourist, culinary, sporting, recreational, cultural, medical, nature and adventure, luxury and meeting events, among others.”

Section 2.- This Act shall take effect immediately after its approval.

## CERTIFICATION

I hereby certify to the Secretary of State that the following **Act No. 7-2015 (H. B. 417)** of the **5<sup>th</sup> Regular Session** of the **17<sup>th</sup> Legislative Assembly of Puerto Rico**:

**AN ACT** to add a new subsection (dd) to Section 5 of Act No. 10 of June 18, 1970, as amended, known as the "Puerto Rico Tourism Company Act," in order to establish the duty of the Agency to promote the Island as a culinary, sports and recreation, cultural, medical, nature and adventure, luxury, and meeting destination, among other strategies and initiatives to be developed; and for other related purposes.

has been translated from Spanish to English and that the English version is correct.

In San Juan, Puerto Rico, on this 26<sup>th</sup> day of June, 2019.

Orlando Pagán-Ramírez  
Director