INSTITUTO DE ESTADÍSTICAS
DE PUERTO RICO

VISITOR PROFILE

FISCAL YEAR 2023-2024

COMPAÑÍA DE
TURISMO
PUERTO RICO

Puerto Rico Institute of Statistics
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Visitor Profile Fiscal Year 2023 – 2024

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Executive Summary

The Puerto Rico Institute of Statistics, in collaboration with the Puerto Rico Tourism Company, conducted the Traveler Survey with the objective of obtaining essential information on the profile and behavior of visitors of Puerto Rico. The survey was conducted at the Luis Muñoz Marín (Carolina), Mercedita (Ponce), and Rafael Hernández (Aguadilla) international airports, and at the touristic piers in Old San Juan. With a total of 23,782 valid responses collected between July 2023 and June 2024, the results were weighted and extrapolated using data from the Bureau of Transportation Statistics (BTS) and the Puerto Rico Tourism Company. This approach allowed for the estimation of the total expenditure of visitors and excursionists in Puerto Rico during fiscal year 2023 – 2024.

Among the main findings, it was estimated that around 49% of air passengers are visitors, 46% are residents, and 5% are passengers on stopover. 93% of visitors come from other jurisdictions in the United States. On the other hand, 63% of the people who visit us are Puerto Ricans who reside in other jurisdictions. In addition, it was noted that, at 59% of the total, women represent the majority of the people who visited Puerto Rico. This data may reflect global trends in the current phase of the post-pandemic recovery, in which women, especially those aged over 40, have increased participation in the adventure tourism sector. This is part of a broader phenomenon in which women could be driving growth in travel.

Similarly, Puerto Rican women aged between 40 and 59 represent the visitor profile that frequented Puerto Rico most during fiscal year 2023 - 2024. In other words, although Puerto Rican women aged between 40 and 59 do not represent the absolute majority of visitors, they do constitute the most common profile among the different types of visitors. The majority of Puerto Rican women visit the island for vacation (36%) or to see family and friends (33%).

In terms of lodging, 47% of visitors stayed in private residences of friends or relatives, followed by hotels (22%) and short-term rentals (20%). The main municipalities where non-Puerto Rican visitors stay were San Juan, Carolina, and Río Grande. Puerto Rican visitors tended to be more dispersed throughout other regions outside the metropolitan area. The data also revealed that the majority of visitors have a high level of education: 53% had a bachelor's degree or higher. In terms of income, more than 50% of Puerto Rican visitors reported annual incomes above $60,000, while the majority of non-Puerto Ricans reported incomes of $80,000 or more.

Total expenditure by visitors by air reached $2,546 billion, of which 52% was by Puerto Rican visitors. Including cruise ship passengers in transit who participated in excursions, total expenditure rises slightly to $2.6 billion, representing approximately 3% of Puerto Rico's Gross Product. It should be noted that this figure represents only direct expenditure by visitors and should not be confused with an estimate of the total economic impact. Due to the multiplier effect, the economic impact would undoubtedly be greater. Likewise, the 3% mentioned is intended to illustrate the magnitude of

expenditure compared to the size of the economy, but is not a measure of the direct contribution of the visitor economy to the Gross Product.

Finally, the report concludes with an exploration of potential and possible public policy implications arising from the data collected. The aim of this discussion is to provide information for the development of possible comprehensive policies that will effectively and equitably capitalize on the benefits of the visitor economy.

Introduction

The Traveler Survey aims to collect essential information about travelers to improve the accuracy in measuring Puerto Rico's economy, particularly the expenditure of travelers who visit and the expenditure of Puerto Rico residents when traveling to other destinations, among other aspects. This publication presents the Visitor Profile by analyzing the responses to the Traveler Survey during fiscal year 2023 - 2024 (July 2023 to June 2024).

This analysis is very useful for users of statistical information related to the characteristics of travelers visiting Puerto Rico. The results obtained from the survey also provide relevant information to measure the performance of the tourism sector and to evaluate the services offered at airports. Finally, this publication is expected to serve as a key tool for the analysis and discussion of public policy regarding the visitor economy.

Methodology

The Traveler Survey for fiscal year 2023 - 2024 was designed and carried out following the methodology established by the Puerto Rico Institute of Statistics' "Regulations for the Methodology to be Used for Conducting Traveler Surveys of the Government of the Commonwealth of Puerto Rico."

The study design was based on stratified sampling, dividing the universe of travelers into three main strata: (1) travelers who used the Luis Muñoz Marín International Airport (SJU) in Carolina, (2) travelers from the Rafael Hernández International Airport (BQN) in Aguadilla, (3) travelers from the Mercedita International Airport (PSE) in Ponce, and (4) cruise ship passengers in transit through the piers of Old San Juan. Each flight and cruise ship was treated as a cluster of travelers, and they were systematically selected in two stages: firstly, flights and cruise ships were randomly selected using probability proportional to size sampling (PPS) and, secondly, travelers were randomly selected within the selected flights and cruise ships.

To determine the recommended sample size, Neyman's optimum allocation methodology (1934)[1] was used. The Puerto Rico Tourism Company hired a firm to collect data, while the Institute of Statistics was in charge of the progressive processing and analysis of the data and the preparation of this report. A total of 32,595 valid responses to the Traveler Survey were collected between May 2023 and June 2024, and 23,782 valid responses between July 2023 and June 2024. An average of 80% of the required sample was achieved for each airport per month, according to the optimum allocation methodology, and 37% in the case of cruise ship excursionists.

To correct potential bias, a weighting scheme based on the model proposed by Bethlehem (2009)[2] was applied. The final weights were calculated based on two types of weights. On the one hand, proportionality weights were calculated based on actual passenger traffic data provided by the Bureau of Transportation Statistics (BTS) of the United States, for each combination of airport and month. These weights reflect the relative weight of each airport and month in the total population of travelers, ensuring that the proportions within the sample fit the actual distribution of passengers. On the other hand, non-response weights were calculated to correct for the lack of representativeness in cases in which the number of responses obtained did not reach the estimates based on Neyman's optimum assignment. These weights were designed to adjust for differences between the number of observed responses and the number of suggested responses for each combination of airport and month. Both proportionality and non-response weights were combined multiplicatively to create the final weights used in the analysis. These weights ensure that the sample is representative of the traveler population based on their origin (airport and month) and that any bias resulting from non-response is minimized.

[1] Neyman, J. (1934). On the two different aspects of the representative method: The method of stratified sampling and the method of purposive selection. *Journal of the Royal Statistical Society*, 97(4), 558-625. https://doi.org/10.2307/2342192

[2] Bethlehem, J. (2009). *Applied survey methods: A statistical perspective*. John Wiley & Sons.

In the statistical software package Stata, the svy tool was used, which allows for adjusting the results of studies with complex sampling designs. This tool applies final weights to ensure that the results accurately reflect the total survey population. Due to several clusters in which responses to the questionnaire were not obtained, the data for cruise ship excursionists in transit were not weighted as in the case of air passengers. On the other hand, as part of the processing and analysis of the data, some variables were recoded to avoid duplicate responses. In addition, the expenditure variables were adjusted to control the impact of unusual or extreme values, minimizing possible biases in the estimates of visitor expenditure. Similarly, the variable "length of stay" was adjusted with the same objective.[3]

For the purposes of this analysis, a "visitor" is defined as a traveler who makes a trip to a primary destination outside his or her usual environment for less than one year for any primary purpose (business, leisure, or another personal reason) other than to be employed by an entity located in the place visited. A visitor is classified as a tourist (or overnight visitor) if his or her trip includes an overnight stay or as an excursionist if he or she does not stay overnight.[4] Hence, the term "visitor" includes all non-resident travelers who stay in hotels, inns, rented apartments, homes of relatives and/or friends, their own homes, or guesthouses, among others. According to the results of the Traveler Survey, 49% of air passengers are visitors, 46% are residents, and 5% are passengers on stopover.

As will be discussed in this report, many of the people who visit the island identify themselves as Puerto Rican. For the purposes of this analysis, a visitor is considered Puerto Rican if he or she expressed through their responses to the questionnaire that they identify themselves as a person of Puerto Rican descent or that they visit Puerto Rico because it is their place of origin. This definition was operationalized by creating a dichotomous variable that takes the value of 1 if the person identified themselves as being of Puerto Rican descent and/or mentioned that they visit Puerto Rico because it is their place of origin. This allowed us to compare trends between visitors who are Puerto Ricans who reside in another jurisdiction of the United States and other visitors.

Finally, for estimates of visitor expenditure, the survey results were extrapolated using actual data for the same period from BTS passengers and cruise ship excursionists in transit provided by the Puerto Rico Tourism Company. The weighted survey results were used to estimate the proportion of passengers who, upon departing Puerto Rico,

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[3] The adjustment of the expenditure variables was carried out using a statistical process known as winsorizing, which consists of limiting the range of extreme values to mitigate the impact of atypical observations on the results. In this analysis, values above the 99th percentile were adjusted to reduce bias. Additionally, in the case of casino expenditures, a second round of winsorizing was applied due to the presence of significantly high outliers. For the variable "length of stay," a threshold based on the interquartile range was used instead of a percentile.

[4] United Nations (2008) "Recommendations on Tourism Statistics," Department for Economic and Social Information and Policy Analysis, Statistics Division.

met our definition of "visitor." This percentage was then applied to the total number of passengers reported by the BTS to estimate the number of visitors.

On the other hand, the different expenditure categories were added together to calculate the total expenditure per travel group, and this total was divided by the number of people in each group to obtain an average expenditure value per visitor.

The questionnaires in Spanish and English that served as the basis for the Traveler Survey were adapted taking into account data needs expressed by the Puerto Rico Tourism Company, Discover Puerto Rico, the Department of Economic Development and Commerce, the Puerto Rico Planning Board, and Aerostar Airport Holdings, LLC. This adaptation allowed obtaining very useful information for marketing, planning, and measuring promotional strategies, without compromising the study's objectives of collecting vital economic statistics.

Limitations

One of the most important aspects to consider is that it is not advisable to make comparisons with expenditure figures from previous editions of the "Visitor Profile." Firstly, for such comparisons to be valid, it would be necessary to adjust the data to changes in price levels. However, the biggest limitation is that previous reports reported the total expenditure of visitors surveyed in the Traveler Survey. Ultimately, the value of interest is the estimate of total visitor expenditure, not just of those surveyed. For this reason, as discussed in the previous section, the findings in this edition of the Visitor Profile were supplemented with actual passenger flow data provided by the BTS to generate an estimate of total visitor expenditure in Puerto Rico during the period analyzed. This means that the figures presented in this report are significantly higher than those in previous reports and are, therefore, not comparable. To be able to compare reports, it would be necessary to use previous results from the Traveler Survey and historical data from the BTS to construct estimates of comparable expenditures and then adjust them for inflation. While these analyses are important, they go beyond the objectives and limits established for this edition of the Visitor Profile.

Another relevant aspect is that the questionnaire collects information on how many travelers are under 16 years of age; however, it does not provide a detailed breakdown of the age distribution or specific characteristics of these minors. Therefore, the Traveler Survey does not provide sufficient information to conduct a detailed analysis of the characteristics of minors who visit Puerto Rico.

Finally, this is the first Traveler Survey conducted after the pandemic. The observed trends may not yet reflect typical conditions, making the data difficult to interpret. This highlights the importance of continuing to conduct the Traveler Survey on a regular basis to track trends more accurately.

Purpose of Travel and Sex

According to the 2023 - 2024 Traveler Survey data, women represent a remarkable majority of visitors (59% of the total), compared to 40% of men and 1% of others. This data may reflect global trends in the post-pandemic period, in which women, especially those aged over 40, have increased participation in the adventure tourism sector. This is part of a broader phenomenon in which women could be driving growth in travel.[5] As shown in table 1, the primary purpose of travel is "vacation," which makes up 36% of total visitors. Women visiting for vacation account for 21% of total visitors, while men visiting for vacation account for 15%. The second most common reason is "visiting friends or family," at 32% overall. Similarly, women who visit the island for this purpose represent 19% of the total visitors, compared to 12% for men. Travel that is "business or professional" only represents 7% of the total. In this case, men who visit the island for business purposes represent 4% of the total visitors, and 3% for women. This could reflect a tendency of men traveling more for work reasons. Other reasons such as "funeral," "birthday," and "personal matters" have lower percentages.

Table 1: Percentage Distribution of Visitors by Purpose of Travel and Sex in Fiscal Year 2023 - 2024			
Travel Purpose	**Women**	**Men**	**Other**	**Total**
Vacation	21.2%	14.6%	0.4%	36.2%
Visiting friends or family	19.1%	12.4%	0.3%	31.7%
Business or professional	2.7%	4.4%	0.1%	7.2%
Funeral	2.7%	1.6%	0.1%	4.3%
Birthday	3.0%	1.1%	0.0%	4.1%
Personal matters	2.3%	1.7%	0.0%	4.0%
Family emergency	2.2%	1.0%	0.0%	3.1%
Wedding	1.2%	0.7%	0.0%	1.8%
Other	4.4%	3.0%	0.1%	7.5%
Total	**58.8%**	**40.3%**	**0.9%**	**100%**
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Percentages may not add up to 100% due to rounding.				

[5] Washington Post. (2024, January 16). The new face of global adventure travel: Women over 40. *The Washington Post*. URL: https://www.washingtonpost.com/business/2024/01/16/women-adventure-travel.

Visitor Profile Fiscal Year 2023 – 2024

Table 2 shows how visitors are distributed according to the type of companion (if any) they travelled with, differentiating among women, men, and others. 45% of visitors travelled solo, with a higher representation of women (25%) compared to that of men (20%). However, when adjusted for the proportion of men to women in the sample, 50% of male visitors travelled solo, compared to 42% of female visitors. This reveals that, although more female visitors reported travelling solo in absolute terms, the island's male visitors are more likely to travel solo. Regarding family travel, 28% of visitors stated that they travelled with family members, with a higher representation of women (19%) than men (9%). 33% of female visitors travelled with their family, compared to 22% for men. On the other hand, visitors accompanied by their romantic partner represent the next most frequent group, with 21% of total visitors. Proportionally, it is observed that men who visit us are slightly more likely (24%) to travel accompanied by their romantic partner relative to women (20%).

Table 2: Percentage Distribution of Visitors by Type of Companion and Sex in Fiscal Year 2023 - 2024				
Type of Companion	**Women**	**Men**	**Other**	**Total**
Solo	24.6%	20.1%	0.5%	45.1%
Family	19.4%	8.8%	0.2%	28.3%
Romantic partner	11.6%	9.6%	0.2%	21.4%
Part of a group of friends	3.0%	1.4%	0.1%	4.4%
Other	0.2%	0.4%	0.0%	0.6%
Total	**58.8%**	**40.3%**	**0.9%**	**100%**
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Percentages may not add up to 100% due to rounding.				

Place of Origin

Chart 1 reveals that the majority of visitors come from the United States, accounting for 93% of the total, while only 7% are from other countries. This predominance suggests a strong dependence on the US tourist market, which is not surprising given the geopolitical relationship that eases passport-free travel.

Chart 1: Percentage Distribution of Visitors by Place of Origin in Fiscal Year 2023 – 2024
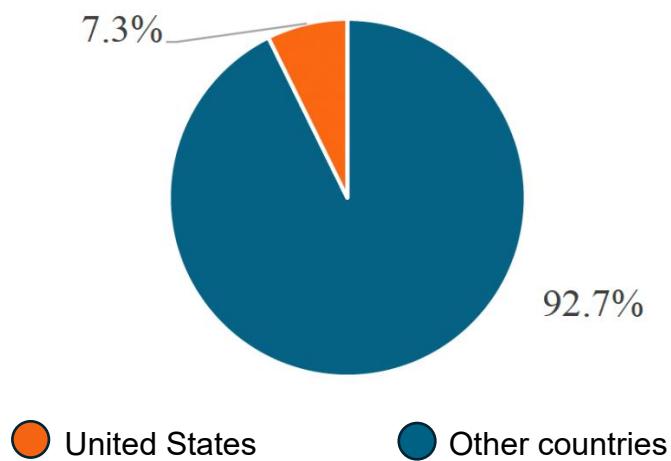
7.3%

92.7%

🟠 United States   🔵 Other countries

Note: All data presented have been weighted to accurately reflect the representativeness of the sample.

Visitor Profile Fiscal Year 2023 – 2024

Chart 2 shows the percentage distribution of visitors by jurisdiction of origin in the United States. Florida tops the list with 33%, followed by New York with 10% and Texas with 7%. States such as New Jersey, Pennsylvania, Massachusetts, Georgia, Illinois, Connecticut, and North Carolina contribute percentages ranging from 3% to 5%. The remaining 22% come from other states. Figure 1 shows these results using a choropleth map.

Chart 2: Percentage Distribution of Visitors by Jurisdiction of Origin in the United States in Fiscal Year 2023 – 2024
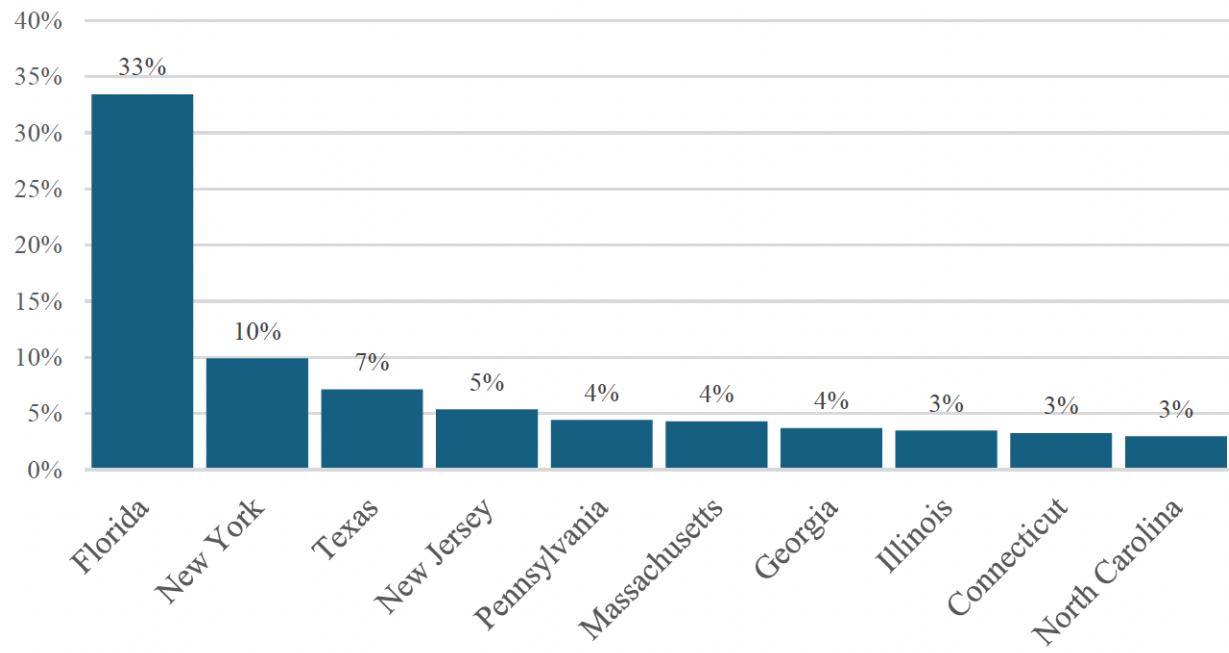
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. The percentages shown do not add up to 100% because only a selection of data is presented.

Figure 1: Percentage Distribution of Visitors by Jurisdiction of Origin in the United States in Fiscal Year 2023 - 2024
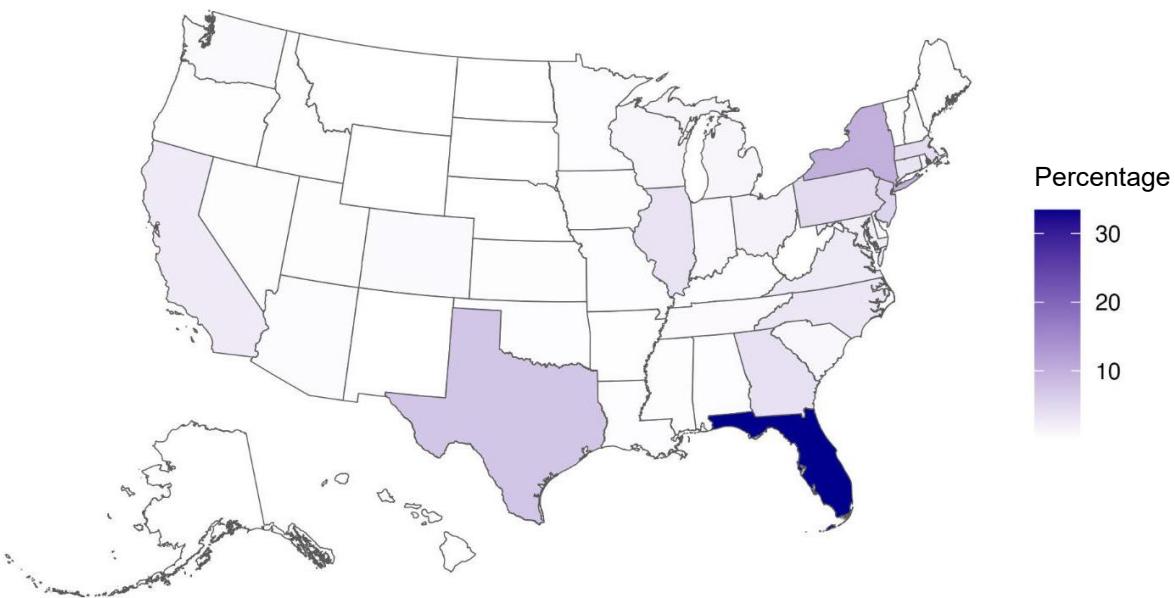
Source: Traveler Survey 2023 – 2024
Note: Weighted data.

Among the 7% of non-US visitors, the most frequently reported countries were the Dominican Republic, Colombia, the US Virgin Islands, Canada, Mexico, Spain, Chile, Costa Rica, Panama, and the United Kingdom. Although Neyman's optimum allocation ensures a representative sample overall, a small sample size for a subgroup would limit the accuracy of estimates for these subgroups. This is precisely the case for international visitors, in which only 842 observations were collected. In addition, non-response issues were observed concentrated in certain periods of the year, which introduces additional bias to the analysis. This is particularly relevant in the case of seasonal travelers, whose expenditure patterns may differ significantly throughout the year. By not capturing the response of these subgroups uniformly throughout the year, the data obtained may inaccurately reflect their actual behaviors or proportions.

Age and Sex

The data on table 3 shows that, regarding the age of our visitors, the age groups with the highest proportion are 45-49 and 50-54, both with 11% of the total. They are closely followed by the 55-59 age group, also with 11%, and 40-44 with 10%.

Examination of the data on table 3 also shows that women aged between 40 and 59 represent the most frequent visitor profile (25% of visitors). Although this group does not constitute the absolute majority of visitors, it is the largest when comparing the different age and sex segments. As mentioned above, this coincides with current global trends in which women over 40 years of age form a significant part of the growth in travel in this phase of the post-pandemic recovery.

Table 3: Percentage Distribution of Visitors by Age Group and Sex in Fiscal Year 2023 - 2024				
Age Group	**Women**	**Men**	**Other**	**Total**
16-19	0.9%	0.6%	0.1%	1.6%
20-24	3.9%	2.8%	0.1%	6.9%
25-29	5.5%	3.9%	0.1%	9.4%
30-34	5.7%	3.8%	0.1%	9.6%
35-39	5.0%	3.4%	0.1%	8.5%
40-44	5.7%	4.1%	0.1%	9.8%
45-49	6.8%	4.5%	0.0%	11.3%
50-54	6.5%	4.6%	0.1%	11.1%
55-59	6.4%	4.3%	0.1%	10.7%
60-64	5.3%	3.3%	0.0%	8.6%
65-69	3.6%	2.5%	0.1%	6.2%
70-74	2.0%	1.5%	0.1%	3.6%
75-79	1.1%	0.8%	0.0%	1.9%
80+	0.5%	0.2%	0.0%	0.7%
Total	**58.8%**	**40.3%**	**0.9%**	**100%**
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Percentages may not add up to 100% due to rounding.				

Puerto Rican Visitors

Chart 3 shows that 63% of the visitors interviewed responded that they were Puerto Ricans who resided in other jurisdictions. This coincides with what was discussed above about the US jurisdictions of origin with the highest percentage of visitors, such as Florida and New York, since these are home to large Puerto Rican communities. By grouping visitors by age group, sex, and whether they are Puerto Rican, it is evident that Puerto Rican women between 40 and 59 years of age represent the profile of the visitor who most frequented Puerto Rico during fiscal year 2023 - 2024. In other words, although Puerto Rican women between 40 and 59 years of age do not represent the absolute majority of visitors, they do constitute the most common profile among the different types of visitors. The majority of Puerto Rican women visit the island for vacation (36%) or to visit family and friends (33%).

Chart 3: Percentage of Visitors Who Are Puerto Ricans Residing in Other Jurisdictions
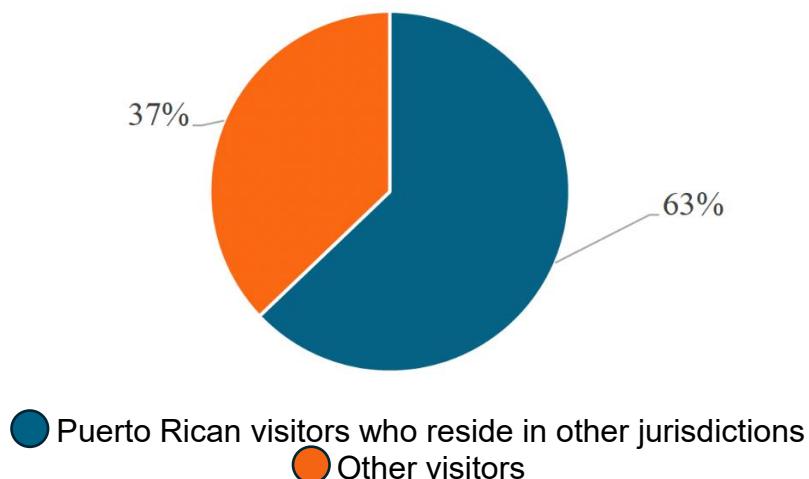
🔵 Puerto Rican visitors who reside in other jurisdictions
🟠 Other visitors

Note: All data presented have been weighted to accurately reflect the representativeness of the sample.

Education, Occupation, and Income

Table 4 shows the distribution of visitors to Puerto Rico by level of education and whether the person was a Puerto Rican residing in another jurisdiction during fiscal year 2023 - 2024. One remarkable finding is that the majority of visitors have a high level of education, with nearly one-third (34%) having a bachelor's degree. This figure is notably high for both visitor groups. When incorporating advanced levels of education, such as master's degrees and doctorates, 53% of visitors had a bachelor's degree or higher.

Table 4: Percentage Distribution of Visitors by Level of Education by Type of Visitor in Fiscal Year 2023-2024			
Level of Education	**Puerto Rican Visitors**	**Other Visitors**	**Total**
Less than high school	2.8%	0.6%	3.4%
High school graduate	14.0%	5.6%	19.6%
At least 1 year of college or trade studies	16.6%	7.2%	23.8%
Bachelor's degree	19.6%	14.2%	33.8%
Master's degree	7.3%	6.6%	13.9%
Professional degree (JD, MD, DDS, DVM, etc.)	0.8%	1.1%	1.9%
Doctorate or post-doctorate studies	1.6%	1.6%	3.2%
Other	0.1%	0.2%	0.3%
Total	**62.9%**	**37.1%**	**100%**
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Percentages may not add up to 100% due to rounding.			

Visitor Profile Fiscal Year 2023 – 2024

Table 5 shows the distribution of visitors to Puerto Rico during fiscal year 2023 - 2024 by occupation and whether the person was a Puerto Rican who resided in another jurisdiction. The data reveal that the people in the largest groups of visitors have professional or technical occupations, representing 35% of the total. The administrative, office, or sales sector also has considerable presence, with 14% of the total number of visitors, in which Puerto Rican visitors also predominate.

Table 5: Percentage Distribution of Visitors by Occupation by Type of Visitor in Fiscal Year 2023 - 2024			
Occupation	**Puerto Rican Visitors**	**Other Visitors**	**Total**
Professional or trade	19.7%	15.2%	34.9%
Other	9.2%	5.2%	14.4%
Administrative, office, sales	8.6%	5.5%	14.1%
Craftsperson, mechanic, or factory worker	6.2%	1.9%	8.1%
Retired	6.4%	1.6%	8.0%
Manager or executive	4.3%	3.7%	8.0%
Government employee or military	3.7%	1.6%	5.3%
Homemaker	3.1%	0.7%	3.8%
Student	1.5%	1.6%	3.1%
Religious work / pastor / minister	0.2%	0.1%	0.3%
Total	62.9%	**37.1%**	**100%**
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Percentages may not add up to 100% due to rounding.			

Visitor Profile Fiscal Year 2023 – 2024

Table 6 shows the distribution of visitors by income level and whether the person was a Puerto Rican who resided in another jurisdiction during fiscal year 2023 - 2024. The data indicate a predominance of middle- and high-income visitors. In the case of Puerto Rican visitors, the majority earn $60,000 or more. In the case of other visitors, the majority earn an income of $80,000 or more.

Table 6: Percentage Distribution of Visitors by Income Level by Type of Visitor in Fiscal Year 2023 - 2024			
Income Level	**Puerto Rican Visitors**	**Other Visitors**	**Total**
Under $20,000	5.1%	2.4%	7.5%
$20,000 – $39,999	7.7%	2.7%	10.5%
$40,000 – $59,999	9.1%	4.2%	13.3%
$60,000 – $79,999	9.3%	4.4%	13.7%
$80,000 – $99,999	7.5%	4.3%	11.8%
$100,000 – $149,999	7.9%	5.6%	13.5%
$150,000 – $199,999	4.5%	3.8%	8.3%
$200,000 or more	4.1%	4.3%	8.4%
Refused to answer	7.8%	5.4%	13.1%
Total	**62.9%**	**37.1%**	**100%**
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Percentages may not add up to 100% due to rounding.			

Visitor Profile Fiscal Year 2023 – 2024

Lodging

Table 7 shows the percentage distribution of the type of lodging where visitors spent the majority of their stay, differentiating between Puerto Rican visitors and other visitors. 47% of the total number of visitors stayed mostly in the private residence of a friend or relative. Broken down by groups, 41% corresponded to Puerto Rican visitors and 7% to other visitors. This reflects that Puerto Rican visitors prefer to stay with family or friends during their stay. Hotels or resorts were selected by 22% of the total number of visitors. Of that percentage, 16% were other visitors and 6% were Puerto Rican visitors. Short-term rentals represent 20% of the total, with other visitors being the group that mostly uses this type of lodging.

Table 7: Type of Lodging where Visitors Spent Most of Their Stay by Type of Visitor in Fiscal Year 2023-2024			
Lodging	**Other Visitors**	**Puerto Rican Visitors**	**Total**
Private residence of a friend or family	6.8%	40.7%	47.4%
Hotel or resort	16.1%	6.1%	22.2%
Short-term rental (AirBnB, VRBO, etc.)	12.2%	8.0%	20.1%
Own home	0.5%	7.0%	7.5%
Condo / vacation home that is not a private rental	0.4%	0.5%	0.9%
Other	0.6%	0.3%	0.8%
Inn or guest house	0.5%	0.3%	0.8%
Military base	0.0%	0.1%	0.1%
Boat / yacht	0.1%	0.0%	0.1%
Camping site	0.0%	0.0%	0.0%
Total	**37.1%**	**62.9%**	**100%**
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Percentages may not add up to 100% due to rounding.			

Places Visited and Activities Performed

As shown in figure 2, the municipality of San Juan was the main place of stay for the largest number of visitors, with 26% of the total. This municipality was followed by Carolina (10%), Bayamón (4%), Ponce (3%), Río Grande (3%), and Caguas (3%). These figures are detailed in appendix 1, which also shows that visitors who responded that they were Puerto Ricans living in other jurisdictions represent the majority of visitors from all municipalities with the exception of three: Río Grande (48% of the total number of visitors), Carolina (47% of the total number of visitors), and San Juan (29% of the total number of visitors). Generally, Puerto Rican visitors show a greater dispersion in the municipalities where they stay, while the other visitors tend to concentrate in the municipalities of San Juan, Carolina, and Río Grande.

Figure 2: Percentage Distribution of Visitors According to Municipality of Stay
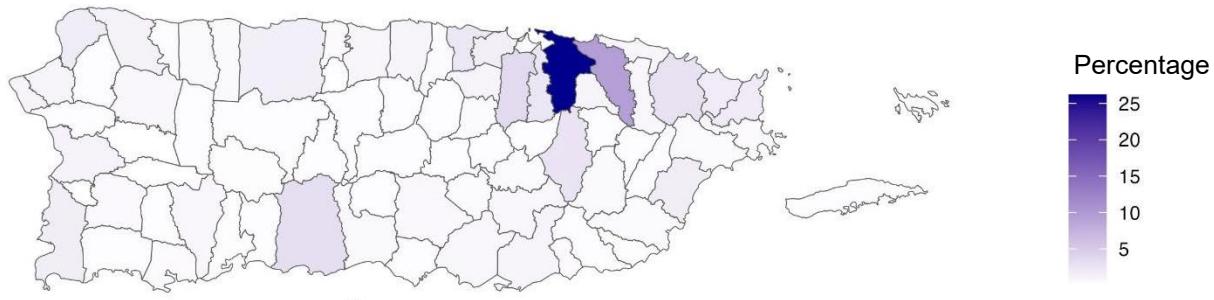
Source: Traveler Survey 2023 – 2024
Note: Weighted data.

Note: All data presented have been weighted to accurately reflect the representativeness of the sample.

Visitor Profile Fiscal Year 2023 – 2024

Table 8 shows the preferences of visitors to Puerto Rico regarding the tourist regions they visited during fiscal year 2023 - 2024, broken down by Puerto Rican visitors residing in other jurisdictions and other visitors. Figure 3 shows the Puerto Rico Tourism Company's tourist regions.

Table 8 shows that the metropolitan region was the most visited overall, with 66% of visitors reporting that they explored this area. This region is particularly popular among non-Puerto Rican visitors (76%), while 60% of Puerto Rican visitors reported that they visited it. It is worth remarking that the regions of Porta del Sol, known for its beach tourism, and Porta Cordillera, famous for its mountainous landscapes, showed relatively low visitation values. Only 28% of total visitors reported visiting Porta del Sol, and 15% visited Porta Cordillera. Similarly, only 20% of total visitors reported visiting Porta Caribe.

Table 8: Percentage of Visitors Who Visited Tourist Regions During Their Visit by Type of Visitor in Fiscal Year 2023 - 2024			
Region	**Percentage of Puerto Rican Visitors Who Visited the Region**	**Percentage of Other Visitors Who Visited the Region**	**Total Percentage of Visitors Who Visited the Region**
Metropolitan	59.6%	75.5%	65.5%
Porta Este	28.0%	34.8%	30.6%
Porta del Sol	35.2%	15.8%	28.0%
Porta Atlántico	26.6%	10.8%	28.0%
Porta Caribe	25.4%	10.7%	19.9%
Porta Cordillera	20.1%	5.0%	14.5%
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Values are not additive and do not add up to 100%.			

Figure 3: Tourist Regions of the Puerto Rico Tourism Company
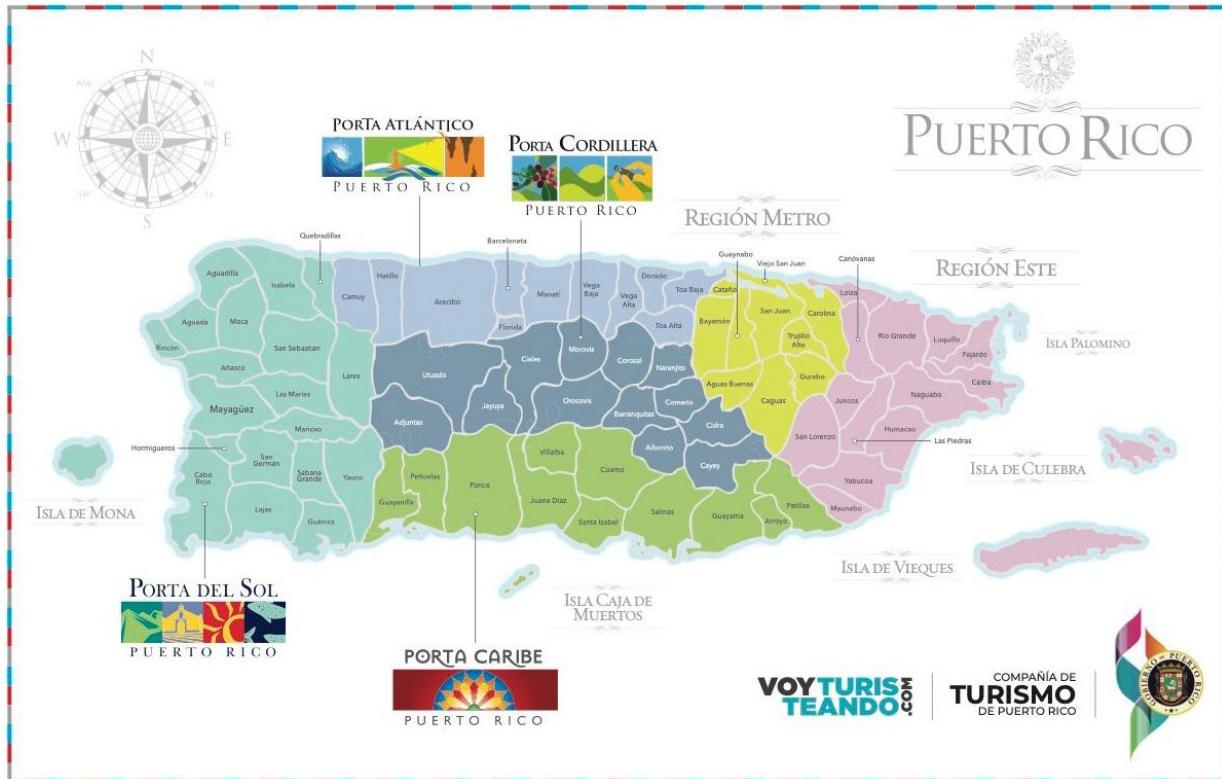
Visitor Profile Fiscal Year 2023 – 2024

The data on table 9 show the preferences in activity of visitors to Puerto Rico during fiscal year 2023-2024, differentiating between visitors who identified themselves as Puerto Ricans residing in other jurisdictions and other visitors. Nightlife—such as outings to concerts, restaurants, bars, and pubs—was the most popular activity category, with 87% of visitors reporting participation. 84% of Puerto Rican visitors participated in nightlife, compared to 92% of other visitors.

The next most popular activity category was "beaches and water activities" (66% of total visitors). It may be noted that Puerto Rican visitors showed lower participation in this category (59%) compared to other visitors (79%).

The third most popular activity was shopping (66% of total visitors). A higher percentage of Puerto Rican visitors (69%) reported shopping during their visit, compared to 61% of other visitors. The largest gap between Puerto Rican visitors' behavior and other visitors' occurs in the category of "visits to museums and historical sites." Only 30% of Puerto Rican visitors engaged in this activity, compared to 58% of other visitors. Other activities such as ecotourism (17%), visiting casinos (8%), and golf (1%) had a low overall participation of total visitors.

Table 9: Percentage of Visitors Who Engaged in Types of Activities During Their Visit by Type of Visitor in Fiscal Year 2023 - 2024			
Activities	**Percentage of Other Visitors Who Engaged in the Activity**	**Percentage of Puerto Rican Visitors Who Engaged in the Activity**	**Percentage of Total Visitors Who Engaged in the Activity**
Outings to concerts, restaurants, bars, and pubs, among other nightlife	91.5%	83.8%	86.6%
Beaches and water activities	78.5%	58.6%	66.0%
Shopping	60.8%	68.5%	65.6%
Walk around the area	72.5%	58.1%	63.5%
Visits to museums and historical sites	57.5%	29.6%	39.9%
Ecotourism	25.2%	11.8%	16.8%
Visiting casinos	11.3%	6.7%	8.4%
Golf	1.5%	0.5%	0.8%
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Values are not additive and do not add up to 100%.			

## Satisfaction with Visit and Traffic throughout Airport

Table 10 details the distribution of visitors by airport they used and their level of satisfaction with it during fiscal year 2023-2024. Overall satisfaction with Luis Muñoz Marín International Airport is high, with most visitors feeling "very satisfied" and "satisfied." Satisfaction levels at Rafael Hernández Airport in Aguadilla and Mercedita Airport in Ponce follow a similar pattern. The percentage of dissatisfaction at all three airports is low. Only 4% of visitors reported being "dissatisfied" or "very dissatisfied." This suggests that, while most visitors use the San Juan airport, overall satisfaction with Puerto Rico's airport infrastructure is generally positive.

Table 10: Percentage Distribution of Visitors by Airport and Level of Satisfaction with the Airport in Fiscal Year 2023 - 2024						
Level of Satisfaction	**Very Satisfied**	**Satisfied**	**Neutral**	**Dissatisfied**	**Very Dissatisfied**	**Total**
Luis Muñoz Marín International Airport	40.8%	42.5%	5.7%	2.5%	0.7%	92.1%
Rafael Hernández International Airport	2.1%	2.4%	0.9%	0.1%	0.1%	5.6%
Mercedita International Airport	0.9%	1.1%	0.2%	0.2%	0.0%	2.3%
Total	**43.8%**	**45.9%**	**6.8%**	**2.8%**	**0.8%**	**100%**
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Percentages may not add up to 100% due to rounding.						

Charts 4 and 5 provide information on visitors' overall satisfaction with their experience in Puerto Rico during fiscal year 2023 - 2024, as well as their willingness to return. According to chart 5, a remarkable 66% of visitors were "very satisfied" with their visit, while 29% expressed being "satisfied." Only 5% of visitors reported being "neutral" or "dissatisfied" with their experience, and no visitors reported being "very dissatisfied," indicating a remarkably high level of overall satisfaction. On the other hand, chart 6 reflects an equally positive outlook regarding visitors' intention to return. 79% of visitors stated that they are "very likely" to return to Puerto Rico, and 17% stated that they are "likely." Only 4% of visitors indicated a "neutral" or "unlikely" possibility of returning, and none indicated that they would not return.

Chart 4: Percentage Distribution of Visitors According to Satisfaction with Their Experience in Puerto Rico
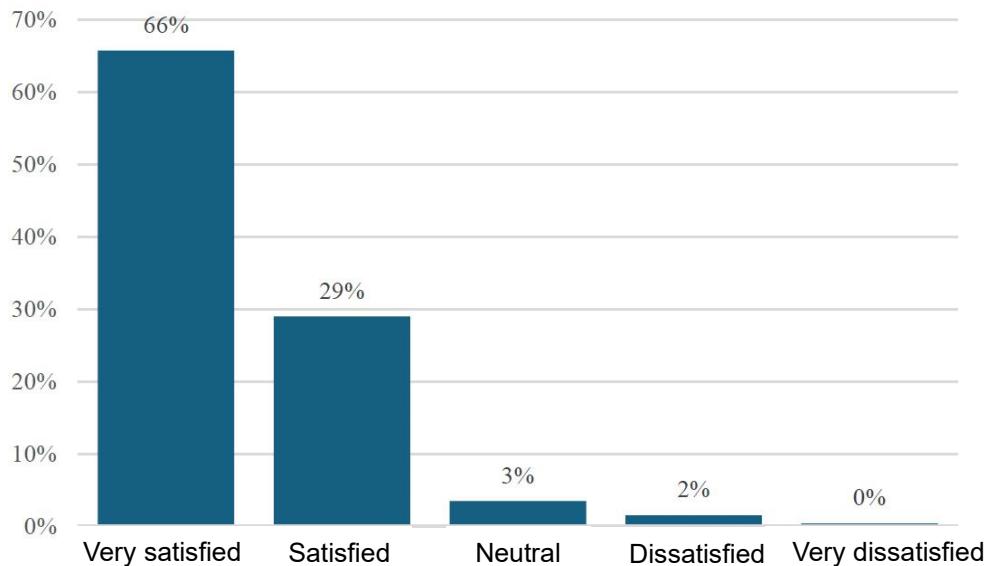
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Percentages may not add up to 100% due to rounding.

Chart 5: Percentage Distribution of Visitors According to Probability of Returning to Puerto Rico
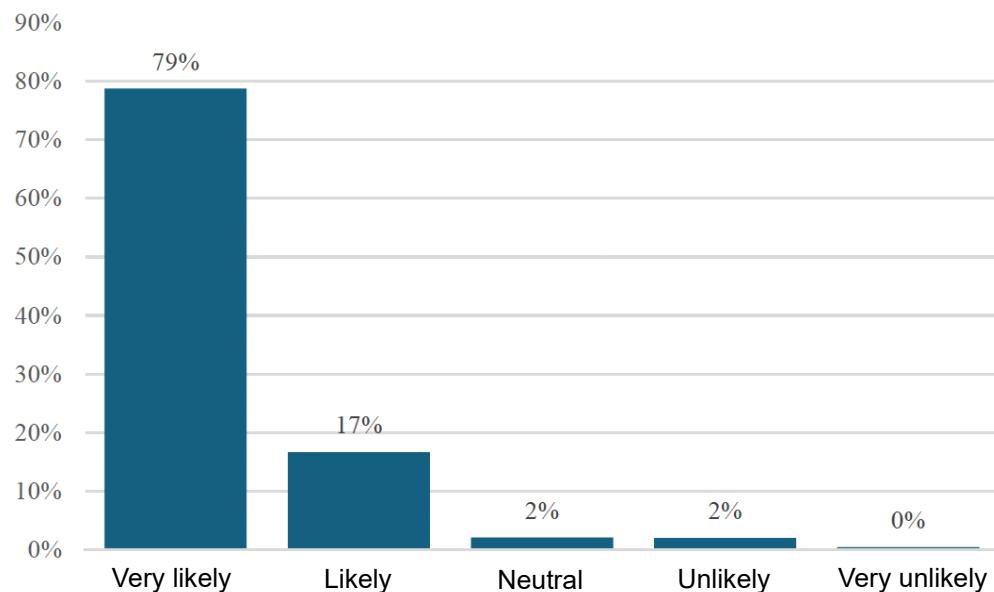
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Percentages may not add up to 100% due to rounding.

Expenditure of Visitors by Air

Table 11 highlights the average total expenditure per visitor in Puerto Rico during fiscal year 2023 - 2024, broken down by whether or not they are Puerto Rican visitors. The average total expenditure of non-Puerto Rican visitors is around $900. In contrast, Puerto Rican visitors have the lowest average expenditure, at $670. However, the finding is to be expected considering that this population has lower total expenditures since they have much lower expenses in the lodging category, as they are able to stay at the homes of relatives or friends, or even in their own homes.

Table 11: Average Total Expenditure by Type of Visitor for Fiscal Year 2023-2024	
Type of Visitor	**Average Total Expenditure**
Non-Puerto Rican visitors	$933
Puerto Rican visitors	$670
Note: All data presented have been weighted to accurately reflect the representativeness of the sample.	

Table 12 shows the average length of stay per visitor in Puerto Rico broken down by whether they are Puerto Rican visitors. Puerto Rican visitors have the longest average length of stay, reaching 9 days. Non-Puerto Rican visitors stay on average only 6 days. This last figure is slightly higher than anticipated based on other sector statistics monitored by the Puerto Rico Tourism Company. However, it is important to consider that all estimates include a margin of error, and it is possible that the average value of 6 days is at the high end of that margin. On the other hand, table 13 shows that visitors who stay in short-term rentals are more likely to engage in activities during their stay.

Table 12: Average Length of Stay by Type of Visitor for Fiscal Year 2023-2024	
Type of Visitor	**Length of Stay in Puerto Rico**
Non-Puerto Rican visitors	8
Puerto Rican visitors	9
All visitors	**8**
Note: All data presented have been weighted to accurately reflect the representativeness of the sample.	

Table 13: Percentage of Visitors who Engaged in Types of Activities During Their Visit by Type of Accommodation in Fiscal Year 2023-2024			
Activities	Percentage of visitors staying at hotels	Percentage of visitors staying at short-term rentals	Percentage of visitors staying at the homes of friends or family
Outings to concerts, restaurants, bars, and pubs, among other nightlife	90.3%	95.5%	82.3%
Beaches and water activities	71.1%	88.6%	55.8%
Shopping	57.1%	68.9%	67.6%
Walk around the area	68.2%	76.7%	57.2%
Visits to museums and historical sites	50.3%	62.1%	28.6%
Ecotourism	19.4%	31.0%	10.5%
Visiting casinos	16.7%	8.3%	4.7%
Golf	1.3%	1.3%	0.4%
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Values are not additive and do not add up to 100%.			

Visitor Profile Fiscal Year 2023 – 2024

Table 14 shows total visitor expenditure in Puerto Rico during fiscal year 2023 - 2024, broken down by quarter. Average expenditure per visitor varied throughout the year, with the January - March quarter showing the highest average spending ($825) and the highest number of visitors (917,202), resulting in a total expenditure of $756.4 million, the highest of the year. This highlights the appeal of Puerto Rico during the winter months, when visitors seek to escape colder climates or spend the holiday break with family or friends. In contrast, the lowest average expenditure per visitor was recorded in the fourth quarter (April - June) at $654, even though the number of visitors was high (878,884), resulting in a total expenditure of $574.5 million. **Total expenditure by all visitors through fiscal year 2023 - 2024 reached $2.546 billion, with spending by Puerto Rican visitors accounting for 52% of this total.** The average expenditure per visitor was $768. Incorporating transiting cruise ship passengers, which will be discussed in a future section, total expenditure by visitors and excursionists rises slightly to $2.6 billion. In total, these expenditures represent approximately 3% of Puerto Rico's Gross Product.[6] This does not constitute an estimate of total economic impact. To conduct an analysis of the total economic impact, it would be necessary to develop a "satellite account" of the visitor economy, which would allow this sector to be analyzed in the context of Puerto Rico's main macroeconomic statistics.

Table 14: Total Expenditure by Visitors in Fiscal Year 2023 - 2024			
Trimester	**Average Expenditure Per Visitor**	**Estimated Visitors**	**Total Expenditure**
I – Jul - Sep	$778	840,391	$ 654,135,624
II - Oct - Dec	$822	683,097	$ 561,681,840
III - Jan - Mar	$825	917,202	$ 756,396,365
IV - Apr - Jun	$654	878,884	$ 574,515,205
Total	**$768**	**3,319,573**	**$ 2,546,729,034**
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Due to rounding, the products of "Average Expenditure Per Visitor" and "Estimated Visitors" may not match exactly the values presented in the "Total Expenditure" column.			

Chart 6 shows how total visitor expenditure was distributed during fiscal year 2023 - 2024, breaking down this expenditure of approximately $2.5 billion into different categories. As can be seen, lodging accounted for the largest share of expenditure, at 32%.

This is followed by spending in casinos, which is notable considering that, as we saw on table 6, relatively few visitors (8%) reported visiting casinos. However, after analyzing what respondents reported spending, it was found that 41% of visitors reported spending at least $1 in casinos. As explained in the methodology, the expenditure variables were transformed to reduce the bias caused by outliers or extremes. This process had already adjusted the data by removing the impact of participants who reported spending more than $4,000 in casinos during their visit. In the resulting

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[6] The most recent data on Puerto Rico's Gross Domestic Product corresponds to the preliminary estimate for fiscal year 2022 - 2023, as reported in the 2023 Economic Appendix of the Puerto Rico Planning Board.

distribution, $1,500 was identified as the threshold above which spending was considered extreme, according to the interquartile range methodology.[7]

Of the 41% of visitors who reported spending in casinos, 38% were Puerto Rican visitors and 62% were other visitors. On the other hand, of this 41% of visitors with casino expenditure, 20% reported spending a total above $1,500 in this activity. In contrast, of this group of visitors with casino expenditure above $1,500, 31% were Puerto Rican visitors and 69% were other visitors. 8% of the total visitors interviewed reported spending more than $1,500 in casinos during their stay. Although the figure appears to be high, the closeness to the value reported on table 6 suggests the possibility that only visitors with notably high spending in casinos mention this activity as one engaged in during their visit. However, to prevent the unusual values of casino spending reported from biasing the analysis of visitor expenditure, a second round of adjustment for outliers was implemented, as described in the methodology section of this report. Casino expenditure was estimated to account for 25% of total expenditure after this adjustment. Even this value appears unusually high, and due to sampling limitations, should be interpreted with caution.

Chart 6: Distribution of Total Visitor Expenditure by Category in Fiscal Year 2023 - 2024
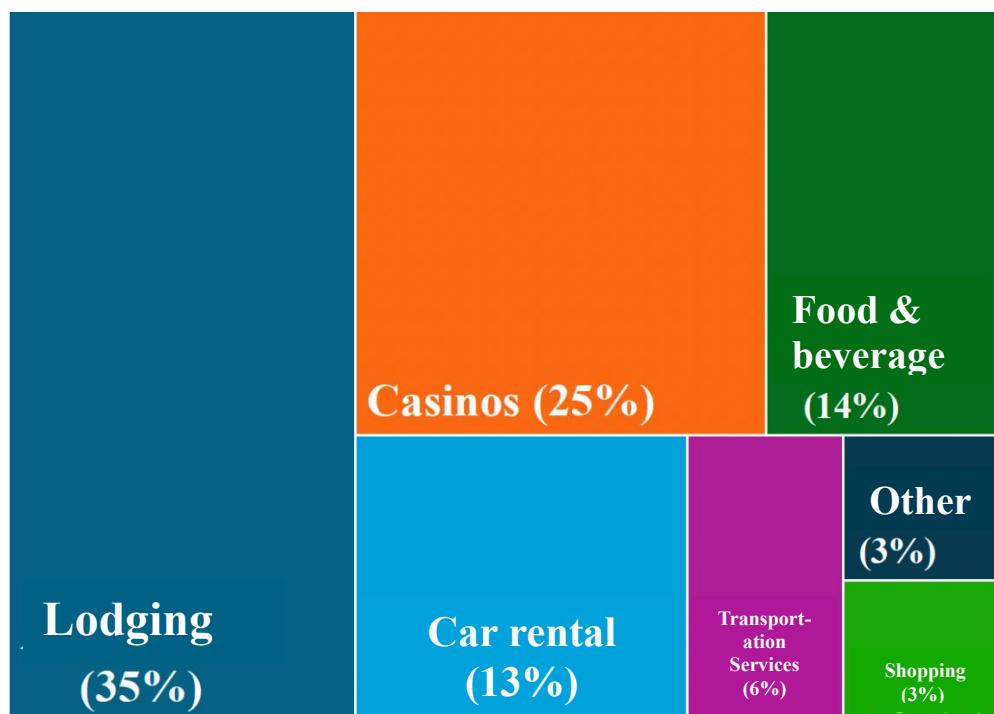
Note: All data presented have been weighted to accurately reflect the representativeness of the sample.

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[7] The interquartile range (IQR) is a statistical measure used to describe the dispersion of data. It is calculated as the difference between the third quartile (Q3), which represents the value under which 75% of the data is located, and the first quartile (Q1), which marks the value under which 25% of the data is located. This methodology is particularly useful for identifying outliers, since it considers as extreme those values that are above Q3 + 1.5 times the IQR or below Q1 - 1.5 times the IQR.

Cruise Ship Passengers and Excursionists

Table 15 and chart 7 summarize information on cruise ship passengers in transit who visited Puerto Rico during fiscal year 2023 - 2024. With a total of 1,178,417 passengers, the average expenditure per excursionist was $69.74. Assuming that 87% of transit cruise ship passengers disembark, this implies a total expenditure of approximately $72 million.[8] Chart 7 shows the duration of cruise ship passenger excursions. The majority of excursionists (65%) take excursions that last between 5 and 10 hours. 18% of excursionists spend less than 5 hours, while only 17% spend more than 10 hours.

Table 15: Cruise Passengers in Transit and Excursionist Expenditure in Fiscal Year 2023 - 2024	
Passengers of cruise ships in transit	1,178,417
Average expenditure per excursionist	$69.74
Approximate total expenditure	$ 71,499,037
Note: In the case of cruise passengers in transit and average expenditure per excursionist, these figures are not a product of the Traveler Survey, but were provided by the Puerto Rico Tourism Company based on a study by the Florida-Caribbean Cruise Association.	

Chart 7: Cruise Ship Excursionists by Duration of Excursion
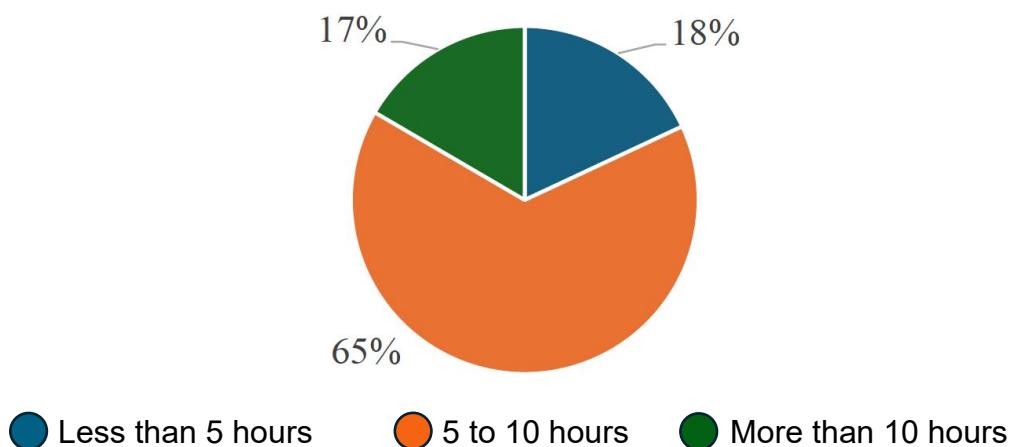
Note: The data presented were not weighted together with the air passenger data due to methodological limitations related to differences in the samples obtained at the piers compared to airports.

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[8] The data on the percentage of cruise ship passengers who disembark, as well as the information on cruise ship passengers in transit and average expenditure per excursionist, are not the product of the Traveler Survey. They were provided by the Puerto Rico Tourism Company based on a study by the Florida-Caribbean Cruise Association.

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Chart 8, table 16, and table 17 provide an overview of cruise ship excursionists who visited Puerto Rico during fiscal year 2023 - 2024. In terms of education, more than half of the excursionists (55%) do not have a high school degree, while 45% have a high school degree or higher, reflecting patterns different from those of air visitors. Although cruise ship excursionists reflect higher income patterns than visitors by air, a high number of them refused to report their income. Also considering the problems with the representativeness of the sample of excursionists discussed in the methodology section, in general the findings of this group of travelers should be taken with caution. Regarding the distribution by age and sex (table 16), it is evident that the most represented age groups among excursionists are 55 to 59 (17%) and 65 to 69 (15%). Like the case of air visitors, women made up 60% of excursionists in fiscal year 2023-2024.

Chart 8: Percentage Distribution of Excursionists According to Highest Academic Degree Acquired in Fiscal Year 2023-2024

● Less than bachelor's degree   ● Bachelor's degree or higher

Note: The data presented were not weighted together with the air passenger data due to methodological limitations related to differences in the samples obtained at the piers compared to airports.

Table 16: Percentage Distribution of Excursionists by Age Group and Sex in Fiscal Year 2023 - 2024				
Age Group	**Women**	**Men**	**Other**	**Total**
20-24	1.5%	1.5%	0.0%	3.0%
25-29	0.5%	1.0%	0.0%	1.5%
30-34	2.5%	3.0%	0.0%	5.5%
35-39	4.0%	6.0%	0.0%	10.0%
40-44	4.5%	1.0%	0.0%	5.5%
45-49	8.5%	2.5%	0.0%	10.9%
50-54	6.5%	3.5%	0.5%	10.4%
55-59	9.5%	7.5%	0.0%	16.9%
60-64	7.5%	3.5%	0.0%	10.9%
65-69	9.5%	5.0%	0.0%	14.4%
70-74	3.0%	3.5%	0.5%	7.0%
75-79	2.5%	1.0%	0.0%	3.5%
80+	0.5%	0.0%	0.0%	0.5%
Total	**60.2%**	**38.8%**	**1.0%**	**100%**
Note: The data presented were not weighted together with the air passenger data due to methodological limitations related to differences in the samples obtained at the piers compared to airports.				

| Table 17: Percentage Distribution of Excursionists by Income Level in Fiscal Year 2023 - 2024	
Level of Income	**Percentage of Visitors**
Under $20,000	3.5%
$20,000 – $39,999	4.5%
$40,000 – $59,999	8.0%
$60,000 – $79,999	13.4%
$80,000 – $99,999	14.4%
$100,000 – $149,999	16.9%
$150,000 – $199,999	12.4%
$200,000 or more	9.5%
Refused to answer	17.4%
Total	**100%**
Note: The data presented were not weighted together with the air passenger data due to methodological limitations related to differences in the samples obtained at the piers compared to airports.	

Visitors Traveling as Part of a Tour Package

In previous versions of the Visitor Profile, the emphasis was on analyzing the trends of travelers who arrived as part of a tour package versus those who did not. However, as we can see in chart 9, a very small percentage of people currently travel on tour packages. For this reason, a breakdown by this mode of travel was not included in the current version of the Visitor Profile. This change reflects an adjustment in approach based on the current reality of travel patterns.

Chart 9: Percentage Distribution of Visitors According to Their Response to the Question about Whether Their Trip Was Part of a Tour Package in Fiscal Year 2023 - 2024

Note: All data presented have been weighted to accurately reflect the representativeness of the sample.

Gender and Sexual Orientation

In this edition of the Traveler Survey, additional options were included in the question about gender and an additional question about sexual orientation was incorporated. This generates multiple combinations of gender and sexual orientation in which to group the people who visited the island. 87% of participants responded to be heterosexual men or women. Table 18 shows that the remainder is made up of various cases. 5% of the people who visited us identified themselves as lesbian, gay, bisexual, or transgender.

Table 18: Visitors by Gender and Sexual Orientation in Fiscal Year 2023 - 2024		
Gender / Sexual Orientation	**Percentage of Visitors Who Are Not Heterosexual Men or Women**	**Percentage of Total Visitors**
Woman / Refuse to answer	29.2%	3.8%
Man / Refuse to answer	16.2%	2.1%
Man / Homosexual	12.1%	1.6%
Woman / Bisexual	12.0%	1.6%
Woman / Lesbian	10.4%	1.4%
Woman / I don't know	4.6%	0.6%
Man / Bisexual	4.2%	0.6%
Woman / Something else	2.7%	0.4%
Refuse to answer	2.6%	0.3%
Man / I don't know	2.2%	0.3%
Transgender man (woman to man) / Heterosexual	1.4%	0.2%
Man / Something else	0.9%	0.1%
Refuse to answer / Heterosexual	0.6%	0.1%
Transgender woman (man to woman) / Heterosexual	0.4%	0.1%
Neither exclusively men nor woman / Bisexual	0.4%	0.1%
Total	**100%**	**13.1%**
Note: All data presented have been weighted to accurately reflect the representativeness of the sample. Values are not additive and do not add up to 100%.		

Conclusion

Among the main findings, it was determined that 93% of the visitors came from other jurisdictions in the United States and 63% were Puerto Ricans residing in other jurisdictions. Women represented a majority of the visitors, at 59%, with Puerto Rican women aged between 40 and 59 standing out as the most frequent profile.

The most common type of lodging for visitors is private residences of friends or family, followed by "hotels or resorts" and then short-term rentals. Generally, Puerto Rican visitors show a greater dispersion in their municipalities where they stay, while the other visitors tend to stay in the municipalities of San Juan, Carolina, and Río Grande. Similarly, the municipalities of the metropolitan area and the eastern area of Puerto Rico were the most visited.

Other noteworthy data include that the majority of visitors are highly educated, with 53% having a high school degree or higher. The data suggests that visitors tend to have middle and high incomes. In the case of Puerto Rican visitors, the majority earn $60,000 or more. In the case of other visitors, the majority earn $80,000 or more.

Total expenditure by all visitors through fiscal year 2023 - 2024 reached $2.546 billion, with expenditure by Puerto Rican visitors accounting for 52% of this total. Although Puerto Rican visitors reported lower average total expenditure, they represent the largest group, and a higher percentage of them reported shopping during their stay (69%, compared to 61% of non-Puerto Rican visitors). Incorporating cruise ship excursionists in transit, total expenditure rises slightly to $2.6 billion, representing approximately 3% of Puerto Rico's Gross Product.

It is important to clarify that this figure represents only direct visitor expenditure and should not be confused with an estimate of the total economic impact. Due to the multiplier effect, the economic impact is undoubtedly greater. Moreover, the 3% mentioned is intended to illustrate the magnitude of expenditure compared to the size of the economy, but it does not constitute a measure of the direct contribution of the visitor economy to the Gross Product. To perform an analysis of the total economic impact, it would be necessary to develop what is known as a "satellite account" of the visitor economy, which would allow this sector to be analyzed in the context of Puerto Rico's main macroeconomic statistics.

Finally, below is an exploration of potential public policy implications arising from this analysis.

Possible Public Policy Implications

The results of the Traveler Survey for fiscal year 2023 - 2024 offer a series of findings that could inform the design of public policy to increase the impact of the visitor economy in Puerto Rico. Below are some implications that could be considered:

1. **Promoting cultural, roots, and ecological tourism:** The Visitor Profile's data shows that the majority of visitors to Puerto Rico are Puerto Ricans residing in other jurisdictions, and the majority of total expenditure in the visitor economy comes from this group. Although Puerto Rican visitors reported a lower average total expenditure, they represent the largest group, and a higher percentage of them reported shopping during their stay (69%, compared to 61% of non-Puerto Rican visitors). More than 50% were found to report annual incomes of more than $60,000. This fact underscores the importance of creating strategies that improve the experience of these visitors to increase their spending. A key way to achieve this is to take advantage of the opportunities offered by cultural and roots tourism. Given the interest of Puerto Rican visitors in reconnecting with their familiar and cultural roots, initiatives could be developed that highlight historical and cultural aspects of Puerto Rico to encourage greater spending on recreational and cultural activities. Their higher propensity to shop compared to non-Puerto Rican visitors also suggests that there is an opportunity to promote local products and shopping experiences that respond to their interests. On the other hand, encouraging activities such as ecotourism and visits to museums and historical sites in regions such as Porta del Sol, Porta Cordillera, and Porta Caribe could diversify Puerto Rico's tourism offering and more equitably distribute the benefits of the visitor economy, as will be discussed in the next point. These areas offer great potential to attract more people interested in nature, sustainable tourism, culture, and history. Finally, it is worth highlighting again that the most frequent profile among visitors is that of a Puerto Rican woman aged 40 to 59. Exploring how to better capture this key demographic through strategies focused on cultural tourism, roots tourism, ecotourism and shopping could maximize the economic impact of the visitor economy in Puerto Rico.

2. **Inclusive development of tourism in regions further away from the metropolitan area:** The findings highlight the need to promote destinations outside the metropolitan area of San Juan. The regions further away from San Juan, in addition to being underrepresented in the distribution of benefits from the visitor economy, have the highest poverty rates in Puerto Rico. Therefore, they might benefit from an increase in the number of visitors, which could help boost their local economies. As mentioned in the previous point, promoting ecotourism activities or visits to museums or historical sites in these areas could attract both Puerto Rican and non-Puerto Rican visitors. Consideration should also be given to promoting the use of Rafael Hernández Airport in Aguadilla and Mercedita Airport in Ponce. Promoting these areas, with a focus on their natural assets,

could make the distribution of the benefits of the visitor economy more equitable and contribute to the sustainable development of these regions.

3. **Impact of lodging on the local economy:** The majority of visitor expenditure is spent on lodging. Therefore, competition in the lodging market is a crucial factor in determining how the revenue generated by the visitor economy is distributed across the local economy. Evidence shows that a large portion of visitors, especially those who are not Puerto Rican, stay in hotels and short-term rentals. While this boosts the tourism sector, there is a risk of wealth leakage if a significant portion of lodging is owned by non-residents. Incentivizing locally owned forms of lodging that encourage the reinvestment of these revenues in Puerto Rico could increase the direct economic impact on local communities, promoting a more equitable and sustainable growth of the tourism sector.

4. **Methodological review and optimization of the Traveler Survey:** The dynamic outlook anticipated globally for the visitor economy[9] underscores the importance of monitoring and analyzing these patterns on an ongoing and consistent basis. To ensure the continuity of this analysis, it would be advisable to revise the data collection methodology used in the Traveler Survey. The selected sampling methodology has proven to be complex and costly. Instead of this approach, the implementation of a methodology using larger clusters could be explored, which would allow for more efficient data collection without compromising the accuracy of the results. In addition, coordination with airlines could be explored to facilitate data collection through an online survey that visitors can complete from their mobile phones prior to departure, using a QR code or a link provided on board. This approach could not only reduce costs, but also increase the response rate, improving the representativeness of the data collected.

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[9] 2024 Travel Outlook. (2024). Deloitte. URL: https://www2.deloitte.com/us/en/pages/consumer-business/articles/travel-hospitality-industry-outlook.html.

Visitor Profile Fiscal Year 2023 – 2024

Annex 1: Percentage Distribution of Visitors by Municipality of Stay and Type of Visitor

Municipality	Other Visitors	Puerto Rican Visitors	Total
San Juan	18.6%	7.7%	26.2%
Carolina	5.0%	4.6%	9.5%
Bayamón	0.6%	3.0%	3.6%
Ponce	0.7%	2.5%	3.2%
Río Grande	1.5%	1.4%	2.9%
Caguas	0.4%	2.3%	2.7%
Guaynabo	0.6%	1.8%	2.4%
Dorado	1.0%	1.4%	2.3%
Fajardo	0.9%	1.1%	1.9%
Luquillo	0.9%	1.0%	1.9%
Aguadilla	0.4%	1.4%	1.8%
Cabo Rojo	0.4%	1.3%	1.7%
Humacao	0.5%	1.2%	1.7%
Arecibo	0.3%	1.3%	1.6%
Toa Baja	0.2%	1.4%	1.6%
Isabela	0.2%	1.1%	1.3%
Mayagüez	0.3%	0.9%	1.2%
Toa Alta	0.1%	1.1%	1.1%
Rincón	0.5%	0.6%	1.1%
Guayama	0.1%	1.0%	1.1%
Aguada	0.1%	0.9%	1.1%
Vega Baja	0.1%	0.9%	1.1%
Trujillo	0.1%	0.9%	1.0%
Manatí	0.3%	0.7%	0.9%
Loíza	0.5%	0.4%	0.9%
Cayey	0.1%	0.8%	0.9%
Canóvanas	0.2%	0.7%	0.8%
San Sebastián	0.1%	0.7%	0.8%
Salinas	0.1%	0.7%	0.8%
Yauco	0.0%	0.8%	0.8%
Coamo	0.1%	0.7%	0.7%
Camuy	0.1%	0.6%	0.7%
Juana Díaz	0.0%	0.6%	0.7%
Hatillo	0.1%	0.6%	0.7%
San Lorenza	0.1%	0.6%	0.7%
San Germán	0.0%	0.6%	0.6%
Yabucoa	0.1%	0.5%	0.6%
Aibonito	0.0%	0.5%	0.6%
Cidra	0.1%	0.5%	0.5%
Naranjito	0.0%	0.5%	0.5%

Visitor Profile Fiscal Year 2023 – 2024

Vega Alta	0.1%	0.4%	0.5%
Naguabo	0.0%	0.5%	0.5%
Arroyo	0.0%	0.5%	0.5%
Guánica	0.1%	0.4%	0.5%
Other municipalities with total percentages under 0.5%	1.6%	10.3%	11.9%
Total	**36.9%**	**63.1%**	**100%**
Note: All data presented have been weighted to accurately reflect the representativeness of the sample.			