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### Puerto Rico Plays Host to ASTA's Board of Directors, CPC *Leaders meet PR tourism officials; receive update on new tourism initiatives*

**San Juan, PR, Dec. 3, 2008** - San Juan, Puerto Rico played host to ASTA's joint meeting of its Board of Directors and Chapter Presidents Council (Dec. 2-4) and gave the Society's leaders the opportunity to see for themselves Puerto Rico's new marketing campaign--Explore Beyond the Shore-in action.

**"Puerto Rico has proven to be an ideal setting in which to bring together the leaders of the world's largest travel trade association, and would like to thank Mickey Espada, deputy executive director, Puerto Rico Tourism Company, for his role in making this all possible," said ASTA president and CEO Chris Russo.** "Not only do we have a wonderful destination in which to meet, but we as travel professionals have the chance to discover new features and offerings at a destination with which many of us are already familiar.

"As travel agents, it is so important that we stay ahead of the curve when it comes to what's going on at a destination. Consumers look to us for inside advice, and onsite meetings such as this give us necessary information we can take back and share with our clients who may be considering Puerto Rico as a vacation or meeting destination," added Russo.

In her presentation to ASTA's Board and Chapter Presidents Council Terestella González Denton, executive director, Puerto Rico Tourism Company reviewed the island's new strategic marketing and development initiatives to further develop its tourism sector. She pointed out that during the past three years, Puerto Rico's tourism industry had "come a long way in building a strong foundation so that not only our island, but the Caribbean region, may continue advancing at a solid pace and flourishing as a premier world-class destination."

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