



COMMONWEALTH OF PUERTO RICO

TOURISM COMPANY

TOURISTIC DEVELOPMENT AREA

Our Vision:

"Our mission is to set the standard of excellence with the implementation of our world-class tourism policy through the commitment of our people to pursue the common goal of making Puerto Rico the first choice for world travelers and business in the Caribbean."

Additional services offers under the Planning area:

- a Support and technical assistance for touristic projects and sustainable tourism projects
- b Endorsement and follow-up assistance for projects in permit request phases.
- c Beautification and litter /graffiti prevention recommendations for touristic sectors and attractions under the program "Mi Isla Preciosa"
- d Tourism Sector Statistics

For more information:

You can communicate with the different offices within the Touristic Development Area at (787) 721-2400 with the following extensions:

- ❖ **Planning**
2013 / 2063 / 2189 / 2226 / 2231
- ❖ **Incentives and Investments**
2051 / 2111 / 2169 / 2178 / 2207
- ❖ **Touristic Quality Assurance and Educational Affairs**
2034 / 2089 / 2256 / 3304

We are located at:

-Planning and Incentive and Investment Offices:

Building La Princesa #2 - Paseo La Princesa, Old San Juan

-Touristic Quality Assurance and Educational Affairs Office:

Building Ochoa, Third Floor, Old San Juan

Address:

PO BOX 9023960

San Juan, Puerto Rico 00902-3960

Services offered under the Touristic Development Area comprised of three offices:

Planning * Incentives and Investments * Touristic Quality Assurance

A. Planning:

The following steps must be followed in order to obtain an endorsement for a new construction project located in a Tourist Zone or expansion of an existing tourist installation:

1. Visit or call for an orientation about the documents that must be submitted for evaluation of the Project. We recommend you request a copy of the instructions package for submitting an application for endorsement.
2. Obtain endorsement letters from the following regulatory agencies, as required:
 - a Land use consultation – PR Planning Board
 - b Preliminary Plan endorsement – Regulation and Permits Authority - ARPE
 - c Construction permit – Regulation and Permits Authority - ARPE
 - d Use Permit – Regulation and Permits Authority - ARPE
 - e Alcoholic beverage license – PR Department of Treasury
 - f Parking permit – Consumer Affairs -DACO
3. Evaluations that are complete and properly submitted have an evaluation period of 30 (thirty) days from the date of submission, in accordance with the Regulation of Administrative procedures of the Puerto Rico Tourism Company, in conformance with Law # 170 of August 12, 1988 and as thereafter amended.

B. Incentives and Investments (I&I):

The following steps must be followed in order for the I&I Division to commence evaluating an incentives and investment request:

1. Visit or call for orientation about:
 - a. Income tax benefits provided under the Puerto Rico Tourism Development Act of 1993 (Act 78 of September 10 of 1993, as amended)
 - i Up to 90% exemption on income tax
 - ii Up to 90% exemption on property taxes
 - iii Up to 100% exemption on construction taxes
 - iv Up to 90% exemption on municipal taxes (for existing business; for new it's up to 100%)
 - v Up to 100% exemption on excise taxes
 - b. An eligible business can apply (if needed) through the Economic Development Bank for Puerto Rico ("EDB") and the Puerto Rico Tourism Company, to the **Tourism Development Guarantee Fund** to strengthen its credit application for private bank loans for small new hospitality developments, capital improvements to an existing small hospitality project, purchase of new plant and equipment, and working capital.
 - c. Through the Puerto Rico Tourism Company, an eligible Hotel, "Paradores", or Small Inns can apply for an 11% discount on it's electric bill, pursuant to the provision of the Act 101 of July 9 of 1982, as amended
 - d. Through the EDB, an eligible business can apply for credit facilities of up to \$5 million
 - e. Through the Government Development Bank for Puerto Rico ("GDB"), an eligible business can apply for credit facilities over \$5 million.
 - f. Participation in the *Hotel Development Corporation* programs
2. Requirements for the pre-application meeting: A clear project development concept (which includes a project description; preliminary design, construction cost estimate based on the preliminary design; preliminary financing sources with use priorities identified)

C. Touristic Quality Assurance and Educational Affairs

We offer the following services:

1. Training seminars for the Building Hotel Capacity Program targeted for lodging owners, managers, and supervisors, through presentations of manuals and workshops:
 - a Orientation for rating systems (stars)
 - b Seminars for Touristic Quality Assurance-Service Excellence
2. Toolkits for measurement comparison with the quality index program and *Puerto Rico Super Host*, aimed towards quality and excellent service.
3. Recognition for Quality under the program which recognizes lodging facilities which obtain evaluations with high scores in service, infrastructure ranking or that qualify for awards such as "Best of the Stars" and "Best of the Best" prizes
4. Promotional endorsements: Endorsements are available for those touristic activities which comply with the program requirements, including the opportunity to place an add in our ¡Qué Pasa! Magazine