



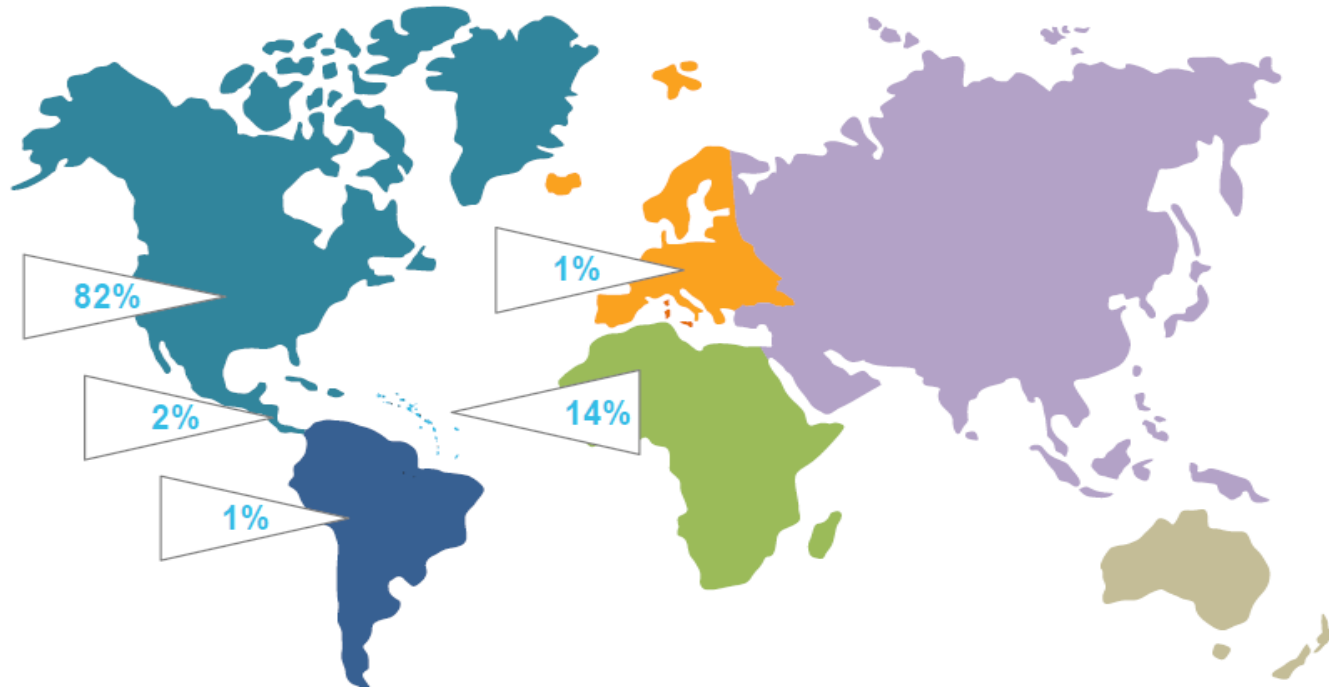
Growing the Tourism Sector for Greater Economic Impact

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AEROSTAR
PUERTO RICO

MARKETING DESTINATIONS

PAX MOVEMENTS – REGION PERCENTAGE DISTRIBUTION



■ USA	→	82 %
■ Caribbean	→	14 %
■ Americas	→	3 %
■ Europe	→	1 %

MARKETING DESTINATIONS

AIR TRAFFIC - ROUTES



Actions

- Open new international routes based on market potential demand.
- Increase number of domestic destinations.
- Create a good program to market and manage convention/groups.

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