



**Discover Puerto Rico**  
**LEISURE SALES DIRECTOR**  
San Juan, Puerto Rico (Remote)



**YOUR PARTNER IN GROWTH | Position Overview**  
[www.searchwideglobal.com](http://www.searchwideglobal.com) © 2019 SearchWide Global

## ABOUT PUERTO RICO

The Heart and Soul of the Caribbean. Puerto Rico is a place where the Old World is mashed up with the new on an island that is small in size but offers an immense bounty of one-of-a-kind experiences.



Puerto Rico is an archipelago in the Caribbean Sea consisting of a main island, four small islands, and hundreds of cays and islets. The island territory is only 100 miles long and 35 miles wide (8,870 square kilometers), but it packs an amazing diversity of sights, scenery, and culture.

The true charm of Puerto Rico is its people. The [people of the island](#) are charismatic, hospitable, super joyful, and passionate. Puerto Ricans are optimistic and energetic people, very proud of their cultural heritage and history, which emerges from a mix of *Táino*, Spanish, and African traditions.

The quickest way to begin to experience the island is to immerse yourself in its food, drinks, and music! You can taste exquisite [local dishes](#) and cocktails with exotic infusions, dance to the rhythms of contagious salsa and *reggaetón*, and see first-hand how Puerto Rican pride manifests itself at [exciting festivals](#).

## PUERTO RICO'S REGIONS

- [Central Mountains](#) - Away from the coast is *la Cordillera Central* which runs from East to West through 15 municipalities and produces most of the island's coffee, which you can taste at several *haciendas*.
- [Culebra and Vieques](#) – A short boat ride from the mainland, these enchanting islands are home to world-renowned beaches and the world's brightest bioluminescent bay.
- [East Region](#) – Comprised of 15 towns, two small islands, and a legendary rainforest, offering secluded beaches, a legendary rainforest, and island excursions.
- [Metro Region](#) – Discover amazing food, drinks, and shops while exploring the urban side of Puerto Rico, where history and culture intersect with bustling city life.
- [North Region](#) – Discover impressive caves, beautiful beaches, and fine resorts in the nine towns that comprise the north region, known for their impressive rock formations.
- [South Region](#) – Comprised of 11 towns that offer visitors remote beaches nestled up to the calm waters of the Caribbean and marinas for boating excursions.
- [West Region](#) – Home to some of the best beaches, the west region is the undisputed surfing capital of Puerto Rico — and the Caribbean — and features the best sunsets on the island.



Click [here](#) for more facts about Puerto Rico.

## **EXPLORE THE ISLAND**

[Top places to see in Puerto Rico](#) - Ancient history, rich culture, beautiful colonial architecture, perfect weather, fun attractions, delicious food, and warm people make this Caribbean island a favorite destination for many.

[Culture](#) - The island of Puerto Rico is rich in festivals, traditions, art, and music — but it doesn't end there. Come see how welcoming and enchanting the island's culture really is.

[Culinary and Cocktails](#) - With endless evolution and constant transformation, the Puerto Rican kitchen has evolved into a "foodie paradise" incorporating different influences and traditions.



[History](#) - Puerto Rico's vibrancy derives from more than 500 years of rich history and the subsequent blending of different cultures — a fusion that extends to almost every aspect of the island's identity.

[Music and Dance](#) - Dance and music are essential when describing the energy and vibrancy of Puerto Rico. They are the epitome of traditional expressions of the island's culture and heritage.

[DiscoverPuertoRico.com](http://DiscoverPuertoRico.com) is the official website for Puerto Rico.

## **POSITION SUMMARY**

Job Title: Leisure Sales Director  
Department: Sales  
Supervisor: Chief Sales Officer  
FLSA Status: Exempt

## **OVERVIEW**

The Leisure Sales Director is mainly responsible to deploy measurable gains in leisure tourism based on leisure sales activities and/or programs. The position will develop an overall strategy which includes managing important customer relationships, collaborating with key tourism stakeholders in Puerto Rico, and executing initiatives that combine data driven customer targeting with key marketing activations to maintain and build market share within primary markets both domestically and internationally. This position also manages a team of employees, and it's in continuous communication with assigned contractors. The position reports directly to the Chief Sales Officer.

## **CORE RESPONSIBILITIES**

- Lead the promotion and sales activities of the destination to leisure travelers through collaboration with marketing in channels such as social media platforms, industry publications, newsletters and other media channels.
- Target key customers and markets using historical data (e.g. Travel Click 360 reports and others) and hotel partner feedback (production reports) and facilitate meetings with partners to increase market share.
- Establish and monitor reporting metrics to monitor period over period gains on a per account/ segment basis.
- Develop a series of road shows and/or other sales activities to continually expose our stakeholders to key buyers and new potential contributors in their respective geographic markets.

- Attend trade shows, seminars and workshops to represent our DMO and/or gain innovative insights for the enhancement of the destination's promotion and quality service.
- Manage relationships and partnerships with the travel trade (wholesalers, consortia, travel agents, airlines and cruise companies) to align the Destination's strategy with key partners.
- Develop strategic policies and programs for leisure travel.
- Stay consistently informed about the destination, points of interest, regulations and other factors effecting travel to the island.
- Keep abreast of vital information on Puerto Rico's history, culture, attractions and geographic features as it will be necessary to share this information during interactions with the travel trade.
- Facilitate preferred partner relationships between stakeholders and buyers for best availability, rate, and additional benefits to insure maximum access and highest service levels for clients.
- Negotiate contracts and or rates with wholesalers and service providers.
- Provide advice on travel documents, insurance, import/export regulations etc.
- Ensure compliance in all aspects of travel procedures.
- Drive continuous improvement of leisure programs.
- Provide full-service leisure travel assistance including air, hotel, resort, cruise, restaurant, tours, sightseeing, cars.
- Stay up to date through ongoing research on products and services using the Internet, social media, contact with sales representatives, industry publications, newspapers, magazines and the use of surveys.
- Keeps abreast of the latest trends in order to implement those in support of the DMO's goals, objectives, plans and strategies.

#### **KEY CREDENTIALS**

- Bachelor's degree in business administration and/or related field from a four-year accredited College or university.
- Seven to ten years of relevant experience as a director and/or related title in the industry
- Proven success in international sales and marketing strategic analysis and/or related field
- Strong organizational abilities including: planning, delegating, and tasks facilitation
- Strong written and verbal communications skills
- Ability to interface and engage diverse audiences
- Excellent analytical and time management skills
- Solid negotiation skills and ability to build strong interpersonal relationships with clients, management and team members
- Fully bilingual (English and Spanish) – Highly preferred
- Proficient computer skills, including Microsoft Office Suite (Word, PowerPoint, Outlook, and Excel)

**If interested in learning more about this great opportunity, please use the link below to apply or send your resume to the SearchWide Global Executive listed below.**



**Kellie Henderson**, Senior Vice President | SearchWide Global  
[www.searchwideglobal.com](http://www.searchwideglobal.com) | [info@searchwideglobal.com](mailto:info@searchwideglobal.com)  
 703-912-7247 (direct) | 703-463-7042 (mobile)

#### **About SearchWide Global**

SearchWide Global is a full service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.