

# PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

June 1 – 30, 2019

Total Earned Impressions: **648M+ IMPRESSIONS**

Total Ad Value **\$8.9M+ USD**

Tonality: 95% Positive; 5% Neutral

Total Earned  
Placements

**145\***

\*includes social

## TRAVEL+ LEISURE

**Lin-Manuel Miranda Takes You On An Amazing Tour Of Puerto Rico In Eight-Episode Web Series**

"In this series, we sought to highlight some of those hidden treasures that make Puerto Rico an unparalleled destination with something for everyone." – Lin-Manuel Miranda



Additional Coverage:



**Puerto Rico Lodging Revenue Is All The Way Back, And Then Some**



## TRAVEL WEEKLY

"There is an unprecedented rate of recovery underway in Puerto Rico." – Brad Dean, CEO of Discover Puerto Rico

Additional Coverage:



**Tourism Bureaus Spotlight Unique Offerings**

## Luxury Daily



"...from renting a private luxury yacht, to a wide range of upscale dining options, we want to keep all of these experiences top of mind for travelers looking for a luxurious vacation." – Leah Chandler, CMO of Discover Puerto Rico

**Puerto Rico Prospers With New And Renewed Resorts, A Fresh Brand And A Business Boom**



## meetings PEOPLE + PLACES TODAY LIVE!

"District San Juan will become a sought-upon setting for future events and conventions in the Caribbean... the MICE sector will experience continued growth—it is a priority." – Brad Dean, CEO of Discover Puerto Rico

## Reader's Digest

**The Most Popular Destination This Summer May Surprise You**

"The ease of traveling to Puerto Rico is undeniable for Americans: No passport is needed, no currency exchange required, no roaming cellphones, and no language barrier."



**15 Fun US Destinations To Travel To This July**

## TRAVELPULSE



"...hit the beach, hike to a waterfall in El Yunque, eat local cuisine from Los Kioskos at Luquillo Beach, or take a Bio Bay tour."

## USA TODAY

**Summer On Sale In The Caribbean**

"With no passport, the Island is gearing up for a busy summer season. Saluting the Island's music and culture, Por Amor Al Arte Festival makes its debut on Aug. 24 in San Juan."

## EXHIBITOR

**Puerto Rico Announced As Host of Connect 2021 Conference**

"Connect 2021 will bring together more than 3,500 planners, suppliers and other industry leaders for three days of networking, face-to-face meetings, education, lively receptions and more."

