PUBLIC RELATIONS
EARNED MEDIA & INFLUENCER SNAPSHOT
July 1 – 31, 2019

Total Earned Impressions: **759M+ IMPRESSIONS**

Total Ad Value **$12.3M+ USD**

Tonality: 94% Positive; 6% Neutral

Total Earned Placements **187***

*includes social

Puerto Rico Initiatives Generating Strong Visitor Arrival Growth

TRAVELPULSE

"…Puerto Rico's tourism is the strongest it's ever been. Our ultimate objective is to put the transformative power of travel to work in Puerto Rico, by doubling the visitor economy and continuing to benefit the Island's residents and businesses." – Brad Dean, CEO of Discover Puerto Rico

Also seen in: TravelDailyNews International · eTN · Travel Agent Central · msn

As Governor Resigns Puerto Rico Assured Traveler It's Still Open For Business

FAST COMPANY

"… Tourism plays an integral role in strengthening the economy and creating jobs, and we're confident Puerto Rico's tourism will continue to thrive in the months ahead, and will not be impacted by the events of the last two weeks."

Also seen in: The Points Guy · New York Post · eTN · Travel Agent Central · Skift

Forbes

Best Places To Stay In Puerto Rico

"Puerto Rico is full of immense natural beauty- from its mountain rainforests to the classic, Caribbean palm-lined beaches along its coats… Puerto Rico has a hotel for you."

The 6 Best Hotels in Puerto Rico

"…there's so much to see on this magical Island, so venture out and experience the best hotels in Puerto Rico."

The Horned Dorset Inn

The Best Resorts In Puerto Rico

"Visitors flock to the Island for incredible beaches, a national forest and a vibrant food scene."

St. Regis Bahía Beach Resort

10 Luxury Hotels With Stunning Contemporary Art

"One of Puerto Rico's most exclusive and luxurious resorts, has done an excellent job of spotlighting world-class art that speaks to the area and region around it."

Dorado Beach, a Ritz-Carlton Reserve

The Street Is The Perfect Place To Soak Up The Spirit Of San Juan

FORTUNE

"…to dive a little deeper into the Island's art and culture, head east to Santurce. The slightly less glossy barrio has gone through revitalization in the past few years – one can be experienced firsthand on Calle Loíza.

The Washington Post

In A New Travel Web Series, Lin-Manuel Miranda Shows His Amor For Puerto Rico

"…there are rich and varied culinary experiences to be found, resulting from the fusion of cultures that have shaped Puerto Rican identity. There is a vibrant music scene that's alive everywhere on the Island." – Lin-Manuel Miranda

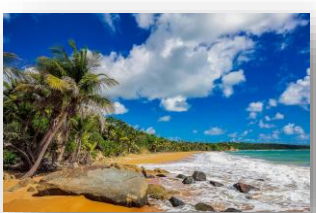
travel CHANNEL

The 10 Newest Beach Hotels To Book This Summer

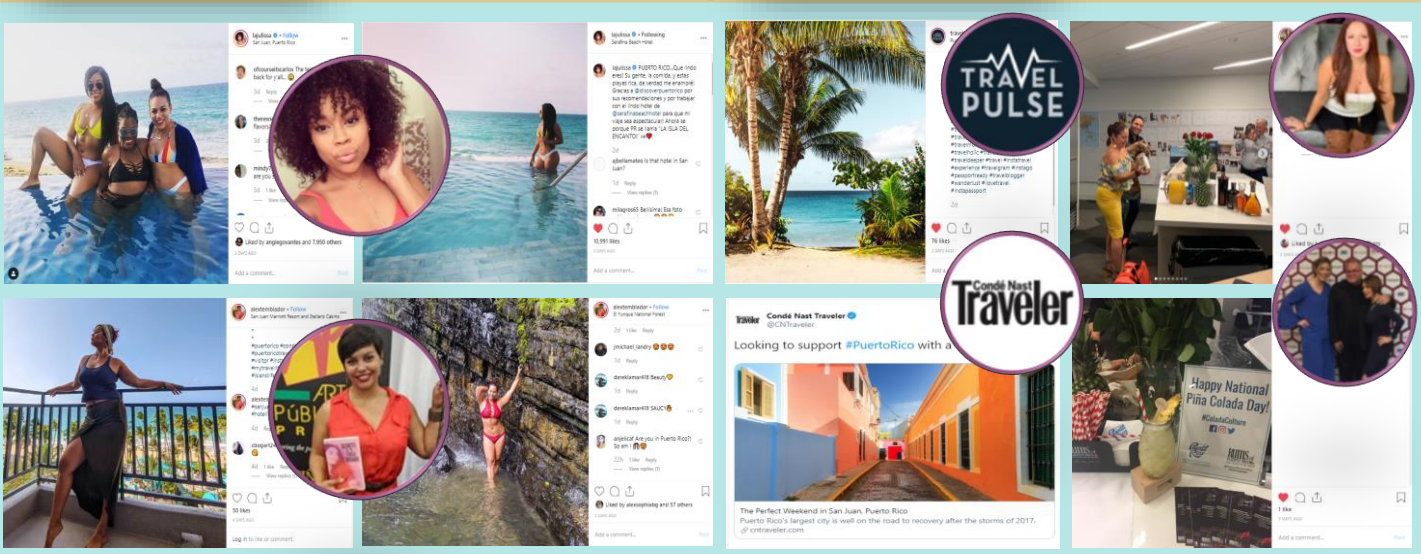
"…the refresh resulted in a new spa and fitness center and improved dining options… the 652 rooms and suites, now offer a light and airy color scheme and floor-to-ceiling doors that slide open onto a terrace or balcony."

The Best Beaches In Puerto Rico

Fodor's Travel



"Puerto Rico has many beautiful beaches, but some of the most iconic ones are also some of the more difficult to access."- more general rather than focusing on one beach."



DISCOVER Puerto Rico

For any questions, please contact: Ingrid.Rosa@ketchum.com

Ketchum