

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

September 1 – 30, 2019

Total Earned Impressions: **243M+ IMPRESSIONS**

Total Ad Value **\$4.5M+ USD**

Tonality: 97% Positive

Total Earned Placements

Approx...103*

**includes social*



Puerto Rico Reveals Record Comeback Of Tourism Industry On Anniversary Of Hurricane Maria

"Two years after Hurricane Maria, the meetings, conventions and tourism segments are thriving... our tourism industry has never been stronger." – Brad Dean, CEO of Discover Puerto Rico



Two Years Since Hurricanes Maria And Irma: Openings And Updates



"Puerto Rico is open for business. Tourism is our priority. We're back on track to achieve a record-breaking year in 2019." - Brad Dean, CEO of Discover Puerto Rico

Just Luxe: Secret Menu Items



Spa Botánico at Dorado Beach

... A secret private tour is available with a specialist who explains the uses and implementations of the plants found on the 5-acre sanctuary that are used in treatments.

bon appétit

"Now local farmers enjoy steady business from seasonally minded chefs pushing the culinary heritage of cocina criolla. Both farmers and chefs are powered by a resilient spirit that can be witnessed in real time, [...]"

Where To Eat In San Juan, Where Restaurants Aren't Just Rebuilding – They're Thriving



Golfweek

Puerto Rico's Oceanside Golf Offers Breezy Trips In Tropical Locale

"Combined with the food, the ease of travel and the tropical winter weather, it's Puerto Rico's ocean holes that put the Island on golf's destination map."



14 Cheap Trips To Squeeze In Before The Holiday Season



Reader's Digest

"If your idea of a pre-holiday getaway is a tropical paradise, hop a flight to Puerto Rico. Late fall visitors avoid peak hurricane season but sneak in before winter high season."

If Hamilton Can Make It To Puerto Rico, So Can You



"...Discover Puerto Rico has launched a fitting "Have we met yet?" campaign as a means of introducing and reintroducing mainland Americans to their southern neighbors."

Cheapism™

30 Things You Didn't Know About Puerto Rico

"With input from tourism officials at Discover Puerto Rico, here's a closer look at some unique aspects of the island's history, culture, gastronomy, and more."



A collage of social media posts and photos. It includes a tweet from David Bagnaud about a video created by Discover PR, a tweet from Facilities Media Group, a tweet from Ed Wetzler, and a tweet from Ketchum Studios. There are also photos of people, a child on a sofa, and a person at a podium.



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

