

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

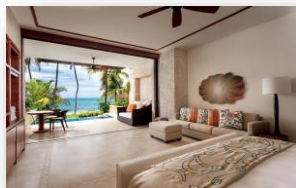
October 26 – November 1, 2019

Earned media placement highlights

99M+ IMPRESSIONS

Forbes

"While the hotel turned 100 this year, she's as beautiful as ever with a heated infinity pool, and a Four-Star spa."



"Unwind at this hotel in the foothills of El Yunque National Forest, whether it's on the golf course, the indulgent spa or a hammock on the sand."

30 Caribbean Hotels You Have To Visit



"Reserve one of the plunge-pool-equipped accommodations at the Five-Star Puerto Rico hotel, and you might never leave."



Social reach highlights

11.2M+ IMPRESSIONS

Puerto Rico Visitor Plan Highlights Local Art Scene



"...our Island offers many options for travelers looking for rich arts and culture to be inspired." – Brad Dean, CEO of Discover Puerto Rico



The Real Reasons Meeting Planners Choose Puerto Rico

"Meeting professionals and groups selecting Puerto Rico can expect one-of-a-kind venues, easy accessibility complemented by exotic amenities, along with the ease of doing business with a U.S. destination."

Puerto Rico 'Reserves' Empty Spaces For Street Artists To Fill



"Some areas of Puerto Rico are a true haven for mural art, yet we're not a destination typically visited for that." – Brad Dean, CEO of Discover Puerto Rico."

Want To Support Puerto Rico? Go Visit



"All over San Juan, you can see the emergence of a new and stronger city. It felt good to come and support Puerto Rico and its people with a visit."

The collage features several social media posts and images. On the left, there's a post from Brian Major (@brianmajor) about the Puerto Rico Visitor Plan. In the center, there's a post from @discoverpuertorico showing a group of people. On the right, there's a post from @lonelyplanet showing a man in a blue shirt. The bottom right corner features the Lonely Planet logo and a post from Falcon Social Media Management dated 8:00 AM - Nov 1, 2019.