

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

October 1 – 31, 2019

Total Earned Impressions: **536M+ IMPRESSIONS**

Total Ad Value **\$8.1M+ USD**

Tonality: 97% Positive

Total Earned Placements

Approx... 431*

**includes social and wire*

TRAVEL WEEKLY

JetBlue Features Lin-Manuel Miranda's Puerto Rico Video Series

"JetBlue passengers will enjoy the opportunity to learn more about the variety of experiences in Puerto Rico through Lin-Manuel, our valued partner, whose love for the island is sincere." – Brad Dean, CEO of Discover Puerto Rico "

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

Condé Nast Traveler

Best Resorts In The World:

Dorado Beach, a Ritz Carlton Reserve

#1 Island In the Caribbean: Puerto Rico



Top 50 Resorts In The Caribbean Islands

- Dorado Beach, a Ritz-Carlton Reserve
- La Concha Resort
- St. Regis Bahia Beach Resort

Top 15 Hotels in the Caribbean and Central America

- Hotel El Convento
- Condado Vanderbilt Hotel
- Serafina Beach Hotel
- El San Juan, a Curio Collection by Hilton

REFINERY29

These Are The Top 10 Trending Destinations For 2020

"Puerto Rico's capital city has stunning colorful architecture, vibrant nightlife and a thriving arts scene."



MATADOR network

How To Experience The Magic Of Puerto Rico's BioBays

"... visiting a bioluminescent bay is something you shouldn't leave Puerto Rico without doing."



Puerto Rico's Tourism Is Better Than Ever meetings + events



"Traveling to the Island comes with all of the cultural and historical benefits of traveling outside of the United States without any of the hassles (no passport required)."

GOLF MAGAZINE

14 Amazing (Non-Golf!) Amenities At GOLF's Top 100 Resorts

"...when the golf becomes too much, the beach is a perfect place to take some relief. And if the wind is what pushed you away from the course, use it to your advantage with kite sailing."

