

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

November 29 – December 6, 2019

Earned media placement highlights

145M+ IMPRESSIONS

Social reach highlights

46M+ IMPRESSIONS

Forbes

5 Hottest places to Travel in 2020 for Your Best Vacations



"It is the easiest destination in the Caribbean to get to... many travelers have chosen to visit specifically to use their tourism dollars."

msn lifestyle

The 20 Best Caribbean Beaches



"Lined with loads of mature palms and alive with the sounds of salsa and merengue music, the beach is also a prime spot for some chinchorreando."

hospitalitynet™

Puerto Rico's Highly-Anticipated El Distrito Opening in 2020 with a New ALOFT Hotel

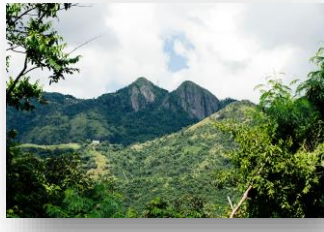


"It will offer the ease of doing business with a U.S. destination, plus the allure of a Caribbean island filled with unique history and culture - no passport or currency exchange requirement."

American Way Celebrated Living | Nexos

Local Takes: San Juan

"San Juan, with its colorful colonial buildings and cobblestone streets, was founded in 1521 it's not just a tropical getaway but also a cultural one."



NBC NEWS

7 Winter Destinations in LGBTQ-friendly Countries

"Puerto Rico — which has a different GAI score than the US despite being an American territory — has seen its GAI score steadily climb in the last several rounds from 5.9 to the latest 7.4 and appears in Oprah Magazine's list of the best trips to take during winter."

DAILY BEAST

There Is a World of Holiday Drinks Beyond Eggnog (Really)



"If you haven't tasted Coquito [during] the holidays, you haven't [really started] your Navidades."

Social Coverage Stems From NYC Media Event

