

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

December 7 – December 13, 2019

Earned media placement highlights

110M+ IMPRESSIONS

Where To Go In 2020
(Print + Online)



AFAR

"Puerto Rico has rebuilt itself better and stronger. With renewed pride and increased self-sufficiency, the Island offers a flurry of new enticements."

Social reach highlights

6.2M+ IMPRESSIONS

meetings
PEOPLE + PLACES TODAY LIVE!

The Old And New San Juan

"The booking pace for leisure groups into 2020 is more than 30% higher than a year ago."
– Brad Dean, CEO of Discover Puerto Rico



Skift.

Puerto Rico Aims To Boost Biz Travel With High-Tech Entertainment District

TRAVEL AGENT CENTRAL

The Latest Tourism Developments In Puerto Rico

"... El Distrito will include global retail, dining, art, entertainment, music, technology and hospitality."

"El Distrito will be one of the most significant developments in the history of Puerto Rico tourism." – Brad Dean, CEO of Discover Puerto Rico



TRAVEL WEEKLY **San Juan Entertainment Complex Nears Completion**

"It'll host special events, fireworks, live performances, DJs, bands, dance shows and comedy acts."

The 16 Best Destinations To Visit For A Warm Christmas

Reader's Digest

MoneyWise

The Most Beautiful Beaches For Your Winter Escape



"The historic town of Old San Juan looks magical dressed up for Christmas with lights, decorations, and nativity scenes."

"... you'll be feeling like a VIP when you stop at Blue Beach in Vieques, a thin stretch of white sand and stunning blue waters."

