

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

December 1 – 31, 2019

Total Earned Impressions: **563M+ IMPRESSIONS**

Total Ad Value **\$11M+ USD**

Tonality: 92% Positive

Total Earned Placements

Approx. 254*

**includes social*

Forbes

US Travel: 25 Best Places to Visit In 2020

"The Island is back and better than ever... Puerto Rico began celebrations for the 500th anniversary of its capital, San Juan, and the revelry will continue through 2020."



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."



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."



These Are the 10 Cheapest Places to Fly This Winter, from Rome to Florida



USA TODAY

"Snowbirds flocking to the Caribbean in winter months can find a steal in the colorful capital of Puerto Rico."

Skift

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

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



meetings TODAY

El Distrito San Juan Set to Transform Meetings in Puerto Rico

"The booking pace for leisure and groups into 2020 is more than 30% higher than a year ago, and the number of room nights in hotels and independent rentals in Q3 increased 17% over 2018, generating a high Q3 demand in room nights." – Brad Dean, CEO of Discover Puerto Rico

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."

10 Places In The US You Need To Visit In 2020

INSIDER



"Visitors should check out Old San Juan, a hilly, colorful neighborhood with a distinctly European vibe thanks to hundreds of restored buildings from the 16th and 17th centuries."

TRAVEL PULSE

20 Best Places To Experience Pantone's 2020 Color Of The Year

"Not only is the island surrounded by the blue waters of the Caribbean, but you'll also find Classic Blue inspirations in the national flag, the historic buildings of Old San Juan and in the colors of the street art found in Santurce es Ley."

