

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

January 18 – January 24, 2020

Earned media placement highlights

180M+ IMPRESSIONS

Social reach highlights

14M+ IMPRESSIONS

The Washington Post

Puerto Rico Welcomes Visitors Despite Recent Earthquakes

"In 2019, it saw double-digit growth in visitations and a 10% spike in airport arrivals. Dean was anticipating another strong showing for 2020 and, despite the earth's rumblings, remains optimistic. 'We haven't given up on this becoming another record year,'" said Brad Dean, CEO of Discover Puerto Rico



Bloomberg

How to Explore the Best of Puerto Rico and Make a Difference, Too

"Now there are an average of 200 arrivals on any given day at San Juan's airport, up from a low of 20, and the inventory of hotel rooms has increased 3.4% since 2017. The year 2019 also saw the highest lodging revenues year-to-date for Puerto Rico tourism, more than \$953 million—due, in part, to the gleaming renovations.



Puerto Rico Is Welcoming Tourists As Island Recovers From Earthquake Damage

TRAVEL+LEISURE

"But despite the setbacks, there's one thing the people of the island want travelers to know: they are very much open for business."



Puerto Rico's Vibrant Art Scene Gets Boost From International Muralists



"International artists Maya Hayuk and the IUP Collective answered that call, and are currently working on murals on the island as part of the 'Blank Canvas Initiative.'"

10 USA TODAY 10Best

Jails to Palaces: 10 Gorgeous Properties that Are Now Hotels

"Black-and-white marble floors, original frescoes, stained glass windows and a lush courtyard with century-old nispero trees preserve [El Convento's] rich character and charm."



How to Visit Puerto Rico After the Earthquakes

"Not only are we ready, we need you to come back. Tourism is vitally important to our economy, and tourism has led the recovery post-Maria."
- Brad Dean, CEO of Discover Puerto Rico

