

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

February 1 – February 7, 2020

Earned media placement highlights

54M+ IMPRESSIONS

Social reach highlights

4M+ IMPRESSIONS

TRAVEL WEEKLY



Discover Puerto Rico's Chief Is Optimistic And Observant

"...we are open for business, we warmly welcome our visitors and our culture, music, dance, art, cuisine and natural beauty help differentiate this destination from others." – Brad Dean, CEO of Discover Puerto Rico

TRAVEL PULSE



#GoForPuertoRico Campaign Emphasizes Positive Travel Trends

"#GoForPuertoRico, focuses on the Island's "resilient" spirit while highlighting recent positive visitor arrival and hospitality sector developments."

Also seen in: **The Drum**

TRAVEL+ LEISURE

Vieques Is Making A Comeback After Hurricane Maria – And Now Is The Time To Visit



"...he has driven me to the most secluded beaches, including the rugged and beautiful Playa Negra: a volcanic black sand beach accessible only by hiking through a shallow riverbed."

Also seen in: **YAHOO! LIFESTYLE**

NATIONAL GEOGRAPHIC

TRAVELER

What To Do In San Juan, Puerto Rico's Colourful Capital

"San Juan is a vibrant cocktail of Taíno Indian, African and European heritage...its rich with Boricua character, architecture and laid-back places to eat and drink."



POPSUGAR.

10 Must-Eat Street Foods When Traveling To The Caribbean



"Visit any street-side stand on the Caribbean island of Puerto Rico and you'll be sure to find a variety of fried snacks stuffed with meat or cheese, which is also known as cuchifritos."

UPSCALE Living magazine

Condado Vanderbilt Hotel Luxury Turns 100 San Juan



Print Issue: January 2020

"The hotel's positioning in the Condado District also makes for an easy walk or commute to upscale boutique shops, cozy parks, dozens of restaurants, and historic Old San Juan."

