

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

February 29 – March 6, 2020

Earned media placement
highlights

90M+ IMPRESSIONS

Social reach
highlights

11M+ IMPRESSIONS



Despierta Orlando Takes Over Puerto Rico
In a special coverage this week, Hazel Ortiz and Luis Artemio traveled to Puerto Rico to discover all the magic that awaits Isla del Encanto; from its people to those not-so-known corners of the Island.

TOURISM IN PUERTO RICO



PUERTO RICAN CULTURE



GASTRONOMY BORICUA WITH MARIO PAGAN



TOURISM IN PONCE



The New York Times

5 Caribbean Islands Where You Can Go Beyond the Beach

"One of the Greater Antilles islands and a United States territory, Puerto Rico offers excellent coffee tours, delicious rum tours and some of the Caribbean's best salsa dancing."



Parade

50 of the Best Girlfriend Getaways Around the World that Are Serious #Goals

"With over 300 miles of beautiful beaches, adorable cobblestone streets in the colorful downtown, 4,000 restaurants island-wide, a girlfriend getaway to Old San Juan offers something for everyone in your girl group."



THE POINTS GUY

No Passport Required: 9 Domestic Destinations with an International Feel

"For a tropical retreat that at times feels worlds away from the U.S. — especially when its bioluminescent bay is illuminated by tiny organisms that emit a striking blue glow when stirred or disturbed — head to Vieques."



Reader's Digest

12 Best Last-Minute Spring Break Ideas

"Close to both Old San Juan for culture and cuisine, the new Distrito San Juan entertainment district, and the natural wonders of El Yunque rainforest. Puerto Rico is also one of the most popular summer destinations."

