

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

March 7 – March 13, 2020

Earned media placement
highlights

93M+ IMPRESSIONS

Chicago Tribune

5 Caribbean Islands Where You Can Go Beyond the Beach



"Puerto Rico offers excellent coffee tours, rum tours and some of the Caribbean's best salsa dancing."

Note: Pick-up from The New York Times, was also featured in Sunday's print edition

Social reach
highlights

10M+ IMPRESSIONS

THE POINTS GUY



How to Visit Puerto Rico With Points and Miles

"If you're looking for an affordable getaway this year, Puerto Rico should definitely be at the top of your list. Even better: No passport is required if you're a U.S. citizen, so you can board a flight with just your state ID."

TRAVEL WEEKLY

Caribbean Nations Put Coronavirus Protocols in Place

"Brad Dean, CEO of Discover Puerto Rico, said that the destination is following guidance from the CDC and the WHO. There have been no reported cases to date."

ESSENCE

Book A Last Minute Trip To These Coronavirus-Free Destinations



"Puerto Rico is a destination for everyone — food, culture, beaches, nightlife. I mean, what else could you ask for?"

THE TRAVEL

A Travel Guide To Puerto Rico: Tourists Should Plan Their Trip Around These 10 Things



"When we recommend staying in San Juan, it's specifically the area of Old San Juan (in Spanish, Viejo San Juan) that's the highlight. This spot is where the San Juan Historical Site lies, which features an array of 16th-century buildings, two fortresses, and charming old city walls."

Forbes

These Iconic Restaurants Serve A Little Slice Of History



"The historic and iconic Caribe Hilton is home to the Caribar, the birthplace and home of the piña colada since 1954."

