

# PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

February 1 – 29, 2020

Total Earned Impressions: **474M+ IMPRESSIONS**

Total Ad Value **\$6.6M+ USD**

Tonality: 99% Positive

Total Earned Placements

**Approx. 147\***

*\*includes social*



Discover Puerto Rico In People en Español's VIP



Also seen in:



Discover Puerto Rico's Communications Director, Xiomara Rodríguez, Says That Puerto Rico Is Open For Tourism



Best Caribbean Rum Maker



Best Caribbean Golf Course



Best Caribbean Beach Bar



Best Restaurant In The Caribbean



8 Things That Make Puerto Rico The Place To Visit Right Now

"In January, the Blank Canvas Initiative brought international artists Maya Hayuk and the 1UP Collective to the Island to collaborate on murals."



#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**



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



Puerto Rico Events Sector Grows, Fueled By First Hotel Launch In El Distrito

"Rather than focusing solely on venue and hospitality features, event planners can expect a more experiential approach to get a taste of the island's cultural and entertainment assets."



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



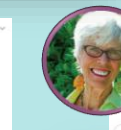
"... he has driven me to the most secluded beaches, including the rugged and beautiful Playa Negra: a volcanic black sand beach accessible only by hiking through a shallow riverbed."



I Get Paid To Travel, But I Keep Going Back To These 5 Places



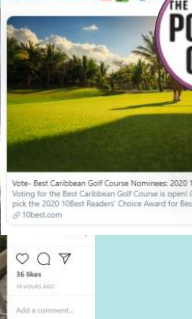
"Puerto Rico is my favorite island; it delivers in droves for care-free vacations filled with a distinctive culture, beautiful beaches, and fascinating history."



Rico campaign: The best way to support is to visit: Travel Weekly #GoForPuertoRico campaign to remind us for tourism.



away for sun-seeking U.S. visitors, you can use U.S. dollars to dig out a passport.



For any questions, please contact: [Ingrid.Rosa@ketchum.com](mailto:Ingrid.Rosa@ketchum.com)

