

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

March 21 – March 27, 2020

Earned media placement highlights

**240M+ IMPRESSIONS**

Social reach highlights

**24M+ IMPRESSIONS**

## Forbes

**Learn To Salsa Or Mix The Perfect Piña Colada: Puerto Rico Tests "Virtual Tourism"**

"Starting Friday, the island will be hosting a virtual "weekend escape," guests can tune into three activities throughout the weekend, offering a new spin on the term "armchair tourism."



## TRAVEL+LEISURE

**Go Salsa Dancing, Mix Cocktails, And Perfect Your Cooking Skills In Puerto Rico This Weekend – All Without Leaving Home**

"You'll be able to learn how to salsa dance, craft cocktails, and cook some globally-inspired food — all for free."



**Wish You Were Still Traveling? You Can Take A (Virtual) Vacation To Puerto Rico This Weekend**

## ESSENCE



"Salsa music, dancing, mixology and cuisine — what else could possibly sound better?"

## POPSUGAR.

**Puerto Rico Is Hosting A Virtual Vacation This Weekend, And It Includes A Cocktail-Making Class!**

"On Friday, you can learn how to salsa dance, Saturday is all about making cocktails, and on Sunday you can learn how to make some authentic Puerto Rico's dishes."

## MEN'S JOURNAL

**Let's Take A (Virtual) Vacation To Puerto Rico This Weekend, Shall We?**

"Trust us, your friends will be quite impressed when this is all over and you emerge from your house with salsa-dancing skills. Just sayin'."



## MATADOR network



**Make Cocktails, Cook, And Salsa Dance With Puerto Rico's Weekend Of Free Virtual Classes**

"Then get to planning your trip to Puerto Rico for when the coronavirus crisis is behind us."

**5 Tourism Promotion Campaigns Hitting The Right Notes In A Crisis**

## Skift.

"As Discover Puerto Rico CEO Brad Dean told Skift last week, the DMO shifted from a "visit now" approach to a "visit later" one a couple of weeks ago, with the goal of keeping the destination top of mind for future visitors."

**How To Indulge In A Weekend Escape To Puerto Rico, Virtually**

## TRAVEL PULSE

"While you're stuck in place wishing that you could confidently plan your next trip to paradise, why not get a taste of Puerto Rico with live, online experiences that'll immerse you in the cuisine and activities of an idyllic Caribbean destination without leaving home?"

The collage features several key pieces of content:

- Forbes:** "Learn To Salsa Or Mix The Perfect Piña Colada: Puerto Rico Tests "Virtual Tourism""
- Travel+Leisure:** "Go Salsa Dancing, Mix Cocktails, And Perfect Your Cooking Skills In Puerto Rico This Weekend – All Without Leaving Home"
- Essence:** "Wish You Were Still Traveling? You Can Take A (Virtual) Vacation To Puerto Rico This Weekend"
- Men's Journal:** "Let's Take A (Virtual) Vacation To Puerto Rico This Weekend, Shall We?"
- Skift:** "5 Tourism Promotion Campaigns Hitting The Right Notes In A Crisis"
- Travel Pulse:** "How To Indulge In A Weekend Escape To Puerto Rico, Virtually"