

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

March 28 – April 3, 2020

Earned media placement highlights

90M+ IMPRESSIONS

**THRILLIST**

**Virtual Travel Experiences That Let You Explore The World From Your Living Room**

"Puerto Rico has launched an entire virtual weekend escape."

\*Inclusion of Tito Ortos, Roberto Berdecia and Wilo Benet within



Social reach highlights

27M+ IMPRESSIONS

**TRAVEL+LEISURE**

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



\*Updated previous article to include new information about Virtual Vacation Getaway extended series

"From March 27 through April 30, two new virtual activities will be revealed weekly on the Discover Puerto Rico social channels."

**DAILY BEAST**

**Virtual Travel Is Here. Is It Any Good?**

"Also, look for destinations that are doing more interactive travel experiences, like "Discover Puerto Rico," which over the weekend organized three nights of activities on Instagram Live—salsa dancing lessons, cocktail classes, and cooking classes."

**TRAVELAGE WEST**

**Puerto Rico Is a Tourism Case Study in Overcoming Setbacks**



"The island is resilient, and as a destination, we have carefully taken our learnings and applied them to all future situations..This has allowed us to react faster and more efficiently, every time."  
-Brad Dean, CEO of Discover Puerto Rico

**You Can Easily Make These 10 Caribbean Cocktails at Home**

**10 USA TODAY 10Best**



"Born on the island, Piña Colada is Puerto Rico's national drink and a happy hour mainstay throughout the Caribbean."

**The 12 Best Puerto Rico Tours**

**U.S. News & WORLD REPORT**



"Whether you want to explore Puerto Rico's rainforest, taste your way through Old San Juan or cruise to a nearby island, you'll friendly guides ready to share the beauty of their home."

