

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

April 4 – April 10, 2020

Earned media placement highlights

**85M+ IMPRESSIONS**

## The New York Times

**We Can Still Travel —  
With Photoshop and a Dream**

“And Discover Puerto Rico, the territory’s destination marketing organization, is broadcasting an ongoing slate of virtual events, from salsa-dancing lessons on Zoom to cocktail classes on Instagram Live.”

Social reach highlights

**74M+ IMPRESSIONS**

## BuzzFeed

**Here Are A Bunch Of Virtual Events You Can Enjoy While You're Social Distancing**



“Bring the great outdoors inside! Explore El Yunque with supervisor Dr. Keenan Adams, who will guide you through the rain forest via @DiscoverPuertoRico on Instagram live.”



**Missing Spring Break?  
Puerto Rico Invites  
You to Visit Virtually**

“Puerto Rico was one of the first places to do so with dance lessons, cooking classes, and cocktail-making from afar – and now the island is keeping the party going throughout the month.”



**Take a Virtual Tropical  
Break to Puerto Rico**

“Now is the perfect time to take a virtual tropical break to Puerto Rico – and learn some interesting facts about the Island’s fascinating culture, food and adventures – all from the comfort of your home office.”



**Coronavirus Outbreak:  
Should You Change or  
Cancel U.S. Travel Plans?**



**Fodor’s Travel**

“Puerto Rico has created a virtual weekend getaways, including island tours, live cocktail-making and salsa classes, and more—the program changes every week.”

**THE  
CHRISTIAN  
POST**



**How Travel Will Rebound  
After the Coronavirus**

“Amidst much uncertainty, we’re encouraged that planners are still booking meetings and a steady number of consumers are booking leisure travel for the second half of 2020.”  
– Brad Dean,  
CEO of Discover Puerto Rico

