

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

April 11 – April 17, 2020

Earned media placement highlights

28M+ IMPRESSIONS



Puerto Rico Launches 'All In Good Time' Campaign

"The new campaign, 'All in Good Time' reinforces that right now people must stay home and stay safe but that soon enough it will be time to return to simple pleasures."



Social reach highlights

11M+ IMPRESSIONS

The Piña Colada Was Invented in This Glamorous Puerto Rican Hotel – and We Have the Original Recipe

"As we all stay at home right now to stop the spread of COVID-19, a trip to San Juan isn't in the cards — though it's never too early to start planning for when we can travel again."



19 Hotels You'll Want to Book Just for the Incredible Bathtub

"Bathrooms at Dorado Beach, a Ritz-Carlton Reserve property on the northern shore of Puerto Rico, seamlessly blend the lush, tropical surroundings with the resort's contemporary interiors."



Atlas Obscura

Guajataca Lake Quebradillas, Puerto Rico

"On the northwest coast of Puerto Rico is Guajataca Lake, a body of water whipped up out of thin air, though you wouldn't know it at first glance."



20 Gorgeous Beaches with the Clearest Water in the World



"Set in the middle of the islands National Wildlife Refuge, this stretch of coastline, formerly known as Blue Beach, is a true paradise in the heart of Puerto Rico."



7 Vacation Destinations for Golf Lovers



"There are many reasons why you should visit Puerto Rico, the impressive golf-courses being an added bonus. This US territory in the Caribbean has over thirty courses. The best part is, American's don't even need a passport to travel there."

