

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

April 25 – May 1, 2020

Earned media placement highlights

208M+ IMPRESSIONS

Forbes

Discover Puerto Rico Offer Lives Guided Tours Through Google Earth

"Through these and other activations, we've not only been able to keep Puerto Rico top of mind, but it's also given us the opportunity to highlight valued members of the local tourism industry." – Brad Dean, CEO of Discover Puerto Rico



Social reach highlights

8M+ IMPRESSIONS

Trains, Caves, and Forests: How to Take Amazing No-Travel Trips



"This month, virtual travelers can trek through natural wonders, navigate far-flung sites, and discover historical treasures with Puerto Rico's new Google Earth live-tour."



Puerto Rico Is Putting on Live Tours so You Can Take an At-Home Vacation

TRAVEL+LEISURE

"Puerto Rico wants you to know it can't wait for you to come back when the time is right. And, it's offering up one of the most unique virtual tours available during quarantine."



TRAVEL AGENT CENTRAL

Discover Puerto Rico To Offer Live Guided Tours Via Google Earth



"Discover Puerto Rico announced it will be entertaining and educating would-be tourists by transporting them through Google Earth on live guided tours around the island."

TRAVEL WEEKLY

Puerto Rico 'All in Good Time' Campaign Counsels Patience



"Called 'All in Good Time,' the videos highlight island attractions. All carry the message that 'all in good time, it will soon be time for Paradise.'"

elite daily

The 14 Best Beach Zoom Backgrounds Will Make You Feel Like You're On Vacay

"You can video chat from an aerial view of Puerto Rico's Dorado Beach with this Zoom background from Discover Puerto Rico."




Travel + Leisure @TravelLeisure

Take a break and go on a virtual vacation to Puerto Rico today:



Puerto Rico Is Putting on Live Tours so You Can Take an At-Home... Jorge Montalvo, from Patria Tours, will host a series of three live guided tours of Puerto Rico during National Travel and Tourism... travellandleisure.com



Michele Herrmann @micheleherrmann · Apr 24

Discover PR's virtual "Café Break" happens tomorrow (April 25) at 7 pm on IG live with Hacienda Muñoz. (@cafe_munoz) one of #PuertoRico's #coffee plantations. See here: instagram.com/discoverpuerto...




Budget Travel

Take a virtual tour of street art around the world | Budget Travel



About this website



Magie Myers @magiemyers

All in Good Time' campaign counsels travelweekly.com/Caribbean-Trav... via News



Puerto Rico campaign is 'all in good time': Travel Weekly
Discover Puerto Rico launched a series of 15- and 30-second videos to remind travelers who are staying home that "when the time is right, travel is something..." travelweekly.com



Mendez

...a bit drab without travel, add some life by setting off on a street art tour world—virtually. My latest for budgettravel.com



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