

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

May 16 – May 22, 2020

Earned media placement
highlights

90M+ IMPRESSIONS

AFAR

How to Pretend You're in Puerto Rico at Home



"Just because we can't visit the island right now doesn't mean we can't enjoy the best, and tastiest, parts of a Puerto Rican vacation."

Social reach
highlights

40M+ IMPRESSIONS

Skift.

5 Ways to Successfully Pivot Travel Marketing During Covid-19



"Discover Puerto Rico's 'virtual vacay' is one example of a standout campaign. The DMO pivoted from a 'visit now' to a 'visit later' mentality, helping would-be travelers experience the destination from home."

How Discover Puerto Rico Manages Tourism Marketing During COVID-19

Target Marketing

"We launched a variety of initiatives in advance of the campaign itself, that similarly, offer the best of Puerto Rico, to be enjoyed from the comfort of your home." – Leah Chandler, CMO of Discover Puerto Rico



cruise critic

Caribbean Ports Contemplate Short Summer Cruise Season -- And What Happens When Ships Return

"The process of safely welcoming visitors again has been a top concern; the island has 80,000 people employed in tourism, which makes up 6.5 percent of Puerto Rico's GDP, Brad Dean, CEO of Discover Puerto Rico, told Cruise Critic."

MUJER

Swordfish Skewers Recipe



"Chef José Enrique, in collaboration with Discover Puerto Rico, has created this delicious swordfish recipe that, in addition to being delicious, is very simple!"

mitú

Here Are Nine Fascinating Facts You Probably Didn't Know About Puerto Rico



"Rum is the libation of choice, the island's chief export, and the base ingredient in many of Puerto Rico's best cocktails."

INSIDER
15 cocktails from around the world that will transport you to new destinations

THE POINTS GUY
Dreaming of a sandy beach? A country-by-country guide to Caribbean reopenings

USA TODAY
Is international travel allowed yet? See when popular destinations are reopening their borders

Traveler
These Vacation Spots You Could Be There

1UP
Good times in Puerto Rico!