

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

June 6 – June 12, 2020

Earned media placement
highlights

91M+ IMPRESSIONS

Social reach
highlights

25M+ IMPRESSIONS

Skift.

Airbnb Hasn't Seen Mass Exodus of Hosts Over Refunds

"Airbnb's new partnership model is a timely effort to strengthen and expand partnerships with destination marketers as we all emerge from the worst travel crisis in history. For destinations like Puerto Rico, they have quickly become a huge part of the visitor economy, so aligning with those responsible for managing the destination brand is a savvy move."

– Brad Dean, CEO of Discover Puerto Rico

Puerto Rico Reopens for Tourism

recommend
helping travel advisors sell travel



"Puerto Rico has announced it will formally reopen for in-bound tourism on July 15, as part of the island's responsible four-phased opening plan."

12 Places To Go in North America That Look Like They Could Be in Europe

INSIDER



"In Old San Juan, the Puerto Rican capital's historic district, architecture spans in style from Gothic to Renaissance to Baroque."

TRAVEL WEEKLY

Client Outreach During the Pandemic is Important

"We partnered with local talent to produce virtual vacations that showcased the island, we hosted live guided tours with Google Earth, we held virtual yoga sessions for meeting planners and sent Coffee Care packages to our travel advisors, telling them that we knew they needed a break and to enjoy a cup of Puerto Rican coffee."

–Ed Carey, Chief Sales Officer at Discover Puerto Rico

TRAVEL+ LEISURE

25 Girls' Weekend Getaways That Won't Break the Bank

"Looking for a sunny and warm vacation spot for your next trip with your ladies? Check out San Juan, Puerto Rico."



Pride Journey Outdoors: Puerto Rico

PRIDE JOURNEYS

"With the only tropical rainforest in the U.S. Forest Service and an abundance of activities and wildlife, Puerto Rico is the perfect getaway for those longing for adventure."



Travel + Leisure
9 at 4:00 PM · 🌐

ends? Here's where you should travel when it's safe again.

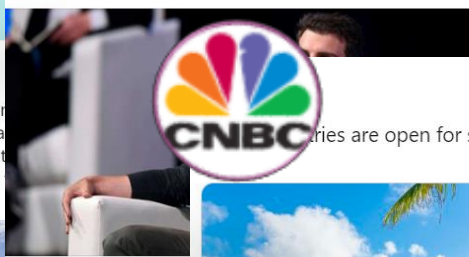


TRAVELANDLEISURE.COM
25 Girls' Weekend Getaw



Morning America
9 at 4:00 PM · 🌐

... have struggled to get people in the skies since the ...
... an, road trips have become a popular plan B as Airbnb said it ...
... and an increase in people booking trips closer to home since the ...
... pandemic began.



GOODMORNINGAMERICA.COM
Airbnb CEO on future of
Airbnb CEO Brian Chesky shi



...ies are open for summer travel? Here's the



Which countries are open for summer travel? Here's the list
Countries around the world are opening their borders to international travelers this summer. Here's where you can go now and what's scheduled to open before...
cnbc.com



Puerto Rico to reopen beaches, gyms after 3-month lockdown
SAN JUAN, Puerto Rico (AP) — Puerto Rico's governor announced Thursday that she will lift nearly all restrictions aimed at curbing coronavirus cases, which mean...
apnews.com