

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

June 27 – July 3, 2020

Earned media placement highlights

**357M+ IMPRESSIONS**

Social reach highlights

**19M+ IMPRESSIONS**

## The New York Times

### 5 Caribbean Destinations Reopening This Summer

"The summer tourism season has evolved and isn't solely dependent on locals any more, but this year local tourism is going to restart tourism engines here on Puerto Rico." –Brad Dean, CEO of Discover Puerto Rico



travel

### With Europe Off Limits, US Travelers Look to the Caribbean

"It's this very reason why Puerto Rico is also shaping up to be another popular island to visit. Although not officially reopening for leisure until July 15, US citizens can go now without a passport since it's a US territory."



### Puerto Rico Welcomes You - Reopening Tourism July 15

## Forbes



"Puerto Rico has exercised an abundance of caution since the onset of COVID-19, which enables us to confidently reopen for inbound tourism on July 15."

–Brad Dean, CEO of Discover Puerto Rico

## BUSINESS INSIDER

### AMERICAN RESILIENCE: How Puerto Rico Rebuilt Its Tourism Industry After Hurricane Maria, From Revitalizing Its Hotel Scene to Bringing Hit Musical 'Hamilton' to the Island

"But Puerto Rico's tourism industry has bounced back surprisingly quickly. 2019 was a record-breaking year for tourism, with 5.2 million visitor arrivals and nearly \$1 billion spent on hotels and vacation rentals, according to the tourism board, Discover Puerto Rico."

## AFAR

### Puerto Rico Reopens on July 15 With New Coronavirus Test Requirements

"Technically, Puerto Rico, an unincorporated U.S. territory, never closed its borders to U.S. citizens or foreign nationals who hadn't been in China, Iran, Brazil, the United Kingdom, Ireland, or the European Shengen area in the previous 14 days."



### Puerto Rico Announces New Protocols for Inbound Travelers



"Puerto Rico is planning to reopen for inbound travel on July 15. However, a new executive order was just announced for the island detailing new protocols for travelers."

