

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

June 1 – 30, 2020

Total Earned Impressions: **963M+ IMPRESSIONS**

Total Ad Value **\$15M+ USD**

Tonality: **100% Positive**

Total Earned Placements

Approx. 230*

*includes social

TRAVEL+ LEISURE

That Island Spirit (PRINT)



"Puerto Rico is a joyful place: a quality hard-won through the resistance of its people. In the streets of Old San Juan flowers and bright vines hung from balconies."



Caribbean Comeback: A Guide to When Travelers Can Return to the Islands

"According to the travel advisory issued by Discover Puerto Rico, new rules include screening on arrival at the Luis Muñoz Marín International Airport."



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."

Client Outreach During the Pandemic Is Important

TRAVEL WEEKLY

"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

THE POINTS GUY

Everything You Need to Know About Puerto Rico Reopening on July 15



"Discover Puerto Rico has put together a handy guide for what to expect if you travel to the island when it reopens. Upon arrival, travelers will be subject to health screenings, including COVID-19 testing."

TimeOut

Tourists Can Travel to Puerto Rico Again Starting July 15



"The latest island, Puerto Rico, will reopen to all international tourists starting July 15, though strict rules—wearing masks in public areas will be mandatory and social distancing rules—will apply."

POPSUGAR. LATINA

How Puerto Rico Adapted to the Times and Is Preparing to Reopen the Country For Tourism



"The health and safety of visitors and residents remain a top priority, and the tourism industry in Puerto Rico is continuing updating important information should you choose to travel to the island once tourism resumes."

el Nuevo Herald Miami Herald

Puerto Rico Will Receive International Tourists Starting July 15

"Given our careful approach to reopening, we are confident in our ability to handle the potential adversities that may result from reopening. However, since we did not suddenly lift the measures and have controlled passenger traffic significantly, we are in a better position to handle what could happen." – Brad Dean, CEO of Discover Puerto Rico