

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

May 23 – May 29, 2020

Earned media placement highlights

149M+ IMPRESSIONS

Bloomberg

Welcome to Puerto Rico, Now Line Up for Your Virus Screening

"Known for its world-class beaches, laid-back vibe and status as a natural-disaster magnet, Puerto Rico is hoping to make another name for itself: innovator in pandemic travel."



Social reach highlights

46M+ IMPRESSIONS

USA TODAY

These Family-Friendly Destinations are Opening Soon and Exciting Enough to Keep Teens Off Their Phones

"Puerto Rico is an easy getaway, where there is no passport or currency exchange required."



TRAVEL PULSE

Puerto Rico to Reopen Beaches, Restaurants With Restrictions

"Visitors to Puerto Rico's beaches will be permitted to take part in activities such as running, swimming, surfing and kayaking while practicing social distancing during the day."



Puerto Rico Reopens Golf Courses in Wake of Coronavirus Pandemic

Golfweek

"This is encouraging news, and people wishing to visit the island can soon embrace all that is waiting for them when the time is right to travel."

-Leah Chandler, Chief Marketing Officer of Discover Puerto Rico



THE MANUAL

The Best Rums For Daiquiris, According To Bartenders

"Because of this, I believe that there definitely is no better rum for a daiquiri than Bacardi [White] Rum, just as it was originally created" – Ramón Díaz, Rums of Puerto Rico



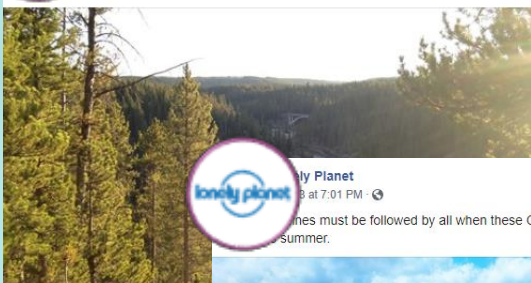
These Caribbean Countries are Reopening for Tourists Next Month

"Though travel to Puerto Rico was never officially banned for US citizens, the tourism board has instituted a gold-star system for tourism-related businesses that adhere to the new, stricter health and safety measures."



Points Guy
May 23 at 10:33 AM

Rank at where states are on the reopening curve to help you decide on the rest of 2020's travel possibilities.



Lonely Planet
May 23 at 7:01 PM

Travelers must be followed by all when these Caribbean countries reopen this summer.

THEPOINTSGUY.COM
Opening America: A state-by-state look at where states are on the reopening curve to help you decide on the rest of 2020's travel possibilities.



LONELYPLANET.COM
These Caribbean countries are reopening for tourists next month



Insider
May 23 at 9:23 PM

Swimming, surfing, and kayaking on the island's beaches will be permitted within curfew starting May 26.



Bloomberg
May 23 at 5:30 PM

...of the strictest virus screenings around.

INSIDER.COM
Puerto Rico plans to reopen for tourists next month



BLOOMBERG.COM
Welcome to Puerto Rico, Now Get in Line
Known for its world-class beaches, laid-back vibe and status as a natural...