

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

July 11 – July 17, 2020

Earned media placement highlights

614M+ IMPRESSIONS

Social reach highlights

118M+ IMPRESSIONS

INSIDER

Starting This Week, Pent-Up Travelers Can Escape to Puerto Rico — But Not Without A Coronavirus Test



"Those aching for a getaway after months stuck at home can now escape to Puerto Rico, but only if they take a coronavirus test first."

Miami Herald

Puerto Rico Implements Airport Protocol That Requires Negative COVID-19 Test Results

"The government of Puerto Rico, along with the Puerto Rico Health Department, established additional screening and protection measures to safeguard the health and safety of residents and visitors."
—Brad Dean, CEO of Discover Puerto Rico

What to Know If You're Traveling to Puerto Rico During COVID-19

TRAVEL+ LEISURE

It's National Forest Week — Here's How to Celebrate

"All travelers flying to Puerto Rico must now arrive solely through San Juan's Luis Muñoz Marín International Airport, with documentation of a negative COVID-19 test taken within 72 hours prior to arrival."



"On Wednesday, Forest Supervisor Keenan Adams of Puerto Rico's El Yunque National Forest will share information about the only tropical rainforest included in the National Forest System."



Newsweek

Where Can Americans Travel Now? A Guide to Countries Open to U.S. Tourists



"Tourists must also complete a travel declaration form. Once in the airport, face masks are mandatory and thermographic cameras are in place to monitor temperatures."

travelmarket

Voice of the Travel Professional report

Discover Puerto Rico Bumps Travel Advisor Commission



"Discover Puerto Rico, the Island's Destination Marketing Organization, introduced a new travel advisor commission program, which will offer special commissions for a limited time."

