

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

August 15 – 21, 2020

Earned media placement highlights

**86M+ IMPRESSIONS**



## How Event Destinations Are Adapting to a Virtual Market

"We spoke with Discover Puerto Rico to learn more about three strategies they've developed as a direct response to the biggest issues facing event planners. Positioning their destination as a passport-free travel option for US event planners, they discussed their approach to health and safety concerns, remote engagement options, and meeting support needs."

Social reach highlights

**34M+ IMPRESSIONS**



## Here Are the New Rules for Visiting the Caribbean



"Currently, only essential travel is encouraged. The country has placed restrictions on restaurant capacity and instituted a 10 pm to 5 am curfew. Bars, clubs, casinos and theaters remain closed."

## Today's National Rum Day – Here Are 15 Tropical Rum Cocktails You Can Make at Home

"This recipe was created by beverage manager Jonathan Pietri at the Hyatt Regency Grand Reserve Puerto Rico, and uses local ingredients including Karma Honey from the Karma Honey Project."

## BUSINESS INSIDER



## Dreaming About Puerto Rico? Insights From Discover PR for When the Island Reopens

"CompareCards turned to Discover Puerto Rico for more insight on what travelers can expect when the island officially opens back up for tourism beyond essential travel."



## UPROXX



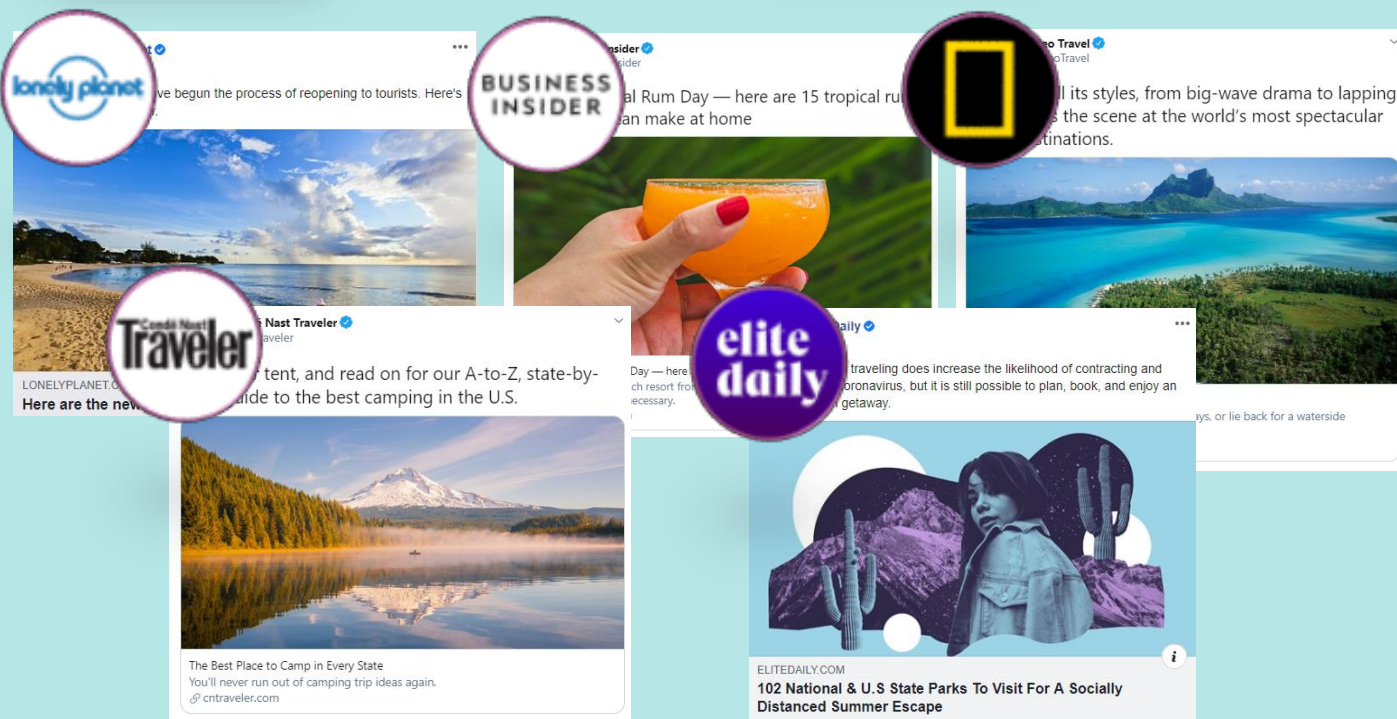
## We Asked Bartenders For The Best Value Rums On The Market

"My favorite budget rum is a one-way JetBlue flight to Puerto Rico during non-quarantine times and a shot of Three Star (Ron De Barrilito Tres Estrellas)."

## The Discoverer The 24 American UNESCO World Heritage Sites Ranked



"Visitors in search of a dose of tropical life will need to travel south into the Caribbean for this UNESCO site. The buildings that make up La Fortaleza and San Juan National Historic Site were built by Spanish engineers."



For any questions, please contact: Ingrid.Rosa@ketchum.com

