

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

August 21 – 28, 2020

Earned media placement highlights

24M+ IMPRESSIONS

WINEENTHUSIAST

Eternal Summer: Four Variations on the Classic Piña Colada



"Though its origins are a point of contention to this day, a popular story is that the modern iteration of the drink was created around 1952-1954 by Ramón "Monchito" Marrero, then a bartender at the Caribe Hilton in Puerto Rico."

Date: 8/28

Social reach highlights

16M+ IMPRESSIONS

TRAVEL COURIER DIGITAL

We (Don't) Want You!



"Although Puerto Rico is encouraging only essential travel at the moment, it is important to note that the island exercised an abundance of caution from the onset of COVID-19." – Brad Dean, CEO of Discover Puerto Rico

Date: 8/27

Skyscanner

11 Tips for Family Holidays 2021

"...San Juan is a real gem of a destination for rainbow families, with LGBTQ+ friendly resorts, restaurants, bars and cafes spread throughout the city."



Date: 8/27

Condado Vanderbilt Hotel Review in San Juan



Eat Sleep Cruise.com



"The historic Condado Vanderbilt Hotel is located right next to Condado Beach. This revitalized site offers travelers a glimpse into the decadence of the early 1920's."

Date: 8/27

The Philadelphia Tribune

Puerto Rico Imposes Stricter Measures Amid Coronavirus Spike

"Puerto Rico's governor announced Wednesday that she will place the U.S. territory on a 24-hour lockdown every Sunday as part of stricter measures to fight a spike in coronavirus cases."

Date: 8/22

PEW

10 Ocean and Coastal Jewels Worth Safeguarding in Western Puerto Rico

"From an undersea mountain to deserted islands, western Puerto Rico boasts abundant wildlife and largely undisturbed habitat."



Date: 8/21



14 Beach Vacations That Don't Require a Passport
All the sand and surf you could ask for, from New England to the tropics.



Tales Of The Cocktail Spirited Awards Push Forward, 2020 Finalists Announced
"For many months now, we debated whether an awards ceremony is what the world needs right now." TOTC President Caroline Rosen stated via press release. ...

