

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

September 4 – 11, 2020

Earned media placement  
highlights

**231M+ IMPRESSIONS**

## TRAVEL+ LEISURE

### It's Five O'Clock Somewhere: The Fascinating History of Iconic Hotel Cocktails

"While Barrachina Restaurant Old San Juan also lays claim to the Island's best-known cocktail, most concur it was dreamed up at the Hilton. There's no debating, however, that the postwar creation was — and still is — the perfect expression of jet-age escapism."

Date: 9/05



Social reach  
highlights

**16M+ IMPRESSIONS**

## Outside

### 27 Epic Trips to Start Planning Now

"While most travelers usually head to the western town of Rincón, known for its beaches and excellent surf, the north coast is also packed with adventure."

Date: 9/08



## TRAVEL WEEKLY

### Puerto Rico Is Reopening Its Beaches, Casinos and Gyms

"Puerto Rico's governor on Thursday announced she would reopen beaches, casinos, gyms and movie theaters across the U.S. territory as officials report a recent drop in Covid-19 cases and deaths that some experts worry could once again spike."

Date: 9/11

### 2020 Travel Industry Superstars Awarded by ASTA

## TRAVEL PULSE

\*Discover Puerto Rico has named North American Destination Partner of the Year.

Date: 9/09



### Most Popular Historic Sites in America

## S STACKER

"Learn the importance of Puerto Rico for colonization and global trade at the San Juan National Historic Site. Visitors will tour historic forts, ocean walkways, and colonial-era homes."

Date: 9/05



## NOMADIC BOYS

ONE LOVE. ENDLESS ADVENTURES

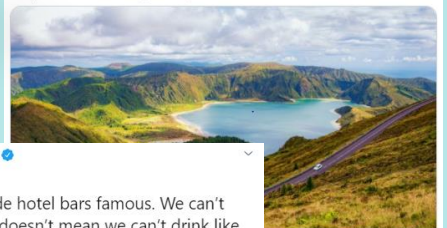
### Best Gay Staycations in the USA

"... Puerto Rico is a territory of the United States. This essentially means that you don't need a passport to travel there, you can use your American dollars while visiting."

Date: 9/08



2020 Travel Industry Superstars Awarded by ASTA  
Association recognizes the industry's top suppliers at ASTA Global Live.  
@travelpulse.com



It's Five O'Clock Somewhere: The Fascinating History of Iconic Hotel Cocktails  
As we all dream about returning to some of our favorite hotel bars, one writer considers a few classic cocktails — and toasts to a brighter future.  
@travandleisure.com