

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

August 1 – 31, 2020

Total Earned Impressions: **740M+ IMPRESSIONS**

Total Ad Value **\$13.2M+ USD**

Tonality: 88% Positive 12% Neutral

Total Earned

Placements

Approx. 84*

*includes social

Puerto Rico's Tourism Reopening Delayed Indefinitely Due to COVID-19

"In addition to completing a travel declaration form provided by the Puerto Rico Health Department, those who enter Puerto Rico will be required to supply proof of a negative molecular test (nasal or throat swab) from 72 hours prior."

AFAR



Date: 8/5

meetings alliance

YOUR LINK TO LATIN AMERICA

Discover Puerto Rico: The Caribbean's Top MICE Destination Is Poised for a "New Normal" Comeback

"Brad Dean, Discover Puerto Rico's CEO, who along with his stellar team of professionals is now working hard to engage in what's being called the 'new normal' brought about by the pandemic."

Date: 8/6

Condé Nast Traveler

The Best Place to Camp in Every State



"Soak up the Caribbean sunshine and snorkel right off the sand, then grab a rental car and switch gears for a short drive into the El Yunque Rainforest."

Date: 8/12

A Caribbean Native Shares the Under-the-Radar Islands You Should Visit if You're Trying to Avoid Tourists

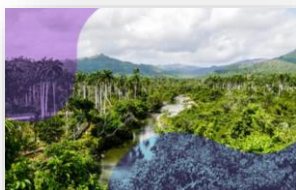


INSIDER

"From Aibonito, beaches are still only an hour away. The area is known as Puerto Rico's horticultural hub, where local businesses sell an array of beautiful flowers, plants, and fruit trees."

Date: 8/12

102 National & US State Parks to Visit for a Socially Distanced Summer Escape



"Take a dip in the natural pools nestled under the waterfalls. If you're lucky, you might get a glimpse of the Puerto Rican parrot and coquí frog that are local to the Island."

Date: 8/14

elite daily

EVENT

How Event Destinations Are Adapting to a Virtual Market

"Positioning [Puerto Rico] 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."

Date: 8/19

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

WINE ENTHUSIAST

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

