

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

September 11 – 18, 2020

Earned media placement highlights

**129M+ IMPRESSIONS**

**THE POINTS GUY**

**UPDATED: A Country-By-Country Guide to Caribbean Reopenings**

"Discover Puerto Rico has put together a handy guide for what to expect if you travel to the Island in the age of coronavirus."



Date: 9/12

**All the Caribbean Countries That are Currently Open for Tourism**



**TimeOut**

"A negative test, taken 72 hours prior to arriving, and a travel declaration form are required for entry after which visitors will receive an Airport Exit Confirmation number and QR code."

Date: 9/16

**TRAVEL PULSE**

**Puerto Rico Reopens Following Drop in COVID-19 Cases**

"Puerto Rico reopened its beaches, casinos, gyms and theaters on September 12, following a recent drop in COVID-19 cases and related death."



Date: 9/13

Social reach highlights

**15M+ IMPRESSIONS**

**AFAR**

**18 Magical Tree Houses to Stay in on Your Next Trip**

"Built on five acres of pineapple gardens and verdant natural landscaping, the spa at Dorado Beach features two tree house pavilions that let guests hear the rustling leaves and enjoy the scent of bay rum leaves and lemongrass."



Date: 9/11

**50 States, 50 Cuisines: The Food Worth Traveling For in Every State**



**Condé Nast Traveler**

"Chinese food (and dishes influenced by it) are found throughout the Island, often casually mixed with local flavors. Think pepper steak, served with a side of Puerto Rico's iconic mofongo."

Date: 9/14

**Parade**

**50+ Most Influential Latin-American Women in History for Hispanic Heritage Month**

\*Puerto Rican women Doña Fela and Lola Rodríguez de Tió are included



Date: 9/15

**Michele Herrmann** @micheleherrmann

15 Frozen Treats from Around the World  
tasteofhome.com/collection/fro... via @tasteofhome

**anna méndez** @laannamendez

about 52 of the most influential Latina women in history for Hispanic Heritage Month. They're revolutionaries that have shattered barriers and proven time and time again that "sí, se puede"—a term coined by Dolores Huerta. #hispanicheritagemonth2020 #HHM

15 Frozen Treats from Around the World This list shares the scoop on frozen... tasteofhome.com

**Brian Major** @cruiseprguy

Puerto Rico Reopens Following Drop in COVID-19 Cases  
travelpulse.com/news/destinati... via @TravelPulse

**Eaton** @iEat

... but I'm so excited to share my contribution to @CNTraveler about the Burmese/Zomi cuisine in #Tulsa for its 50 states, 50 cuisines article.

... theaters giving businesses

**50+ Most Influential Latin-American Women in History for Hispanic Heritage Month**

Since 1968, Latinx communities have been celebrated in the United States in the fall. Hispanic Heritage Month (September 15-October 15) pays tribute to the ...

parade.com

**50 States, 50 Cuisines: The Food Worth Traveling For in Every State**

Think of this as the ultimate food-inspired road trip.

cntraveler.com