

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

September 25 – October 2, 2020

Earned media placement highlights

154M+ IMPRESSIONS

Social reach highlights

6.2M+ IMPRESSIONS

Skift.

It's Time to Rethink Travel's Global Leadership – Starting with WTC

"We have an opportunity to redefine the industry beyond its economic importance. Yesterday's solutions won't solve today's problems, so it's high time we elevate our thinking beyond past measures of success, seeking a unified vision of purpose, impact and transformation through travel" – Brad Dean, CEO of Discover Puerto Rico."

Date: 9/28

Caribbean Plays Key Role in Travel Resurgence



recommend
helping travel advisors sell travel

"Puerto Rico's high-end resorts, offer spacious areas and exclusive amenities allowing for more privacy and social distancing." – Brad Dean, CEO of Discover Puerto Rico

Date: 10/1

The Best Latin Coffee Brands



People EN ESPAÑOL

"Although Puerto Rico is known for its more than 300 miles of beaches, among the Island's great offerings is a booming coffee culture."

Date: 9/29

Puerto Rico Reopens Beaches and Loosens Other COVID-19 Restrictions



AFAR

"Travelers are permitted to enter the U.S. territory if they comply with all necessary requirements, including wearing face masks in public and following government mandated social-distancing efforts."

Date: 9/29

BuzzFeed

15 Virtual Experiences that Will Immerse You in Latinx Culture

"Let off some quarantine steam by pushing aside all your furniture and learning the art of 'salsa de calle,' or street salsa."



Date: 9/29

PBS

Hispanic Heritage Month Spotlight: Millions of Voices, One People

"It is well-known that Hispanic and Latinx people are a diverse community, so it is worth noting how Puerto Rico's own rich diversity of heritage contributes to the larger group."



Date: 9/28

This section contains a collage of social media posts. On the left, there's a post from AFAR about beaches reopening. In the center, there's a post from PBS about Hispanic Heritage Month. On the right, there are posts related to National Coffee Day, featuring coffee bags and social media interactions. The posts include text, photos, and video thumbnails.