

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

November 6 – November 13, 2020

Earned media placement highlights

454M+ IMPRESSIONS

Puerto Rico Is on the Tourism Recovery Trail – Again

TRAVEL WEEKLY



"This recognition (WTC Safe Travel Stamp) promotes Puerto Rico's image of a forward-thinking destination and as a place which has implemented rigorous safety and health protocols." – Brad Dean, CEO of Discover Puerto Rico

Date: 11/9

Social reach Highlights

29M+ IMPRESSIONS

THE WALL STREET JOURNAL.

Where to Travel With Your Pod

"Among the flurry of new promotion is the quarantine-inspired "Intimate Group Escape" package offered by the upscale Condado Vanderbilt in San Juan, P.R. Up to 18 cohort can take over the 9-room presidential suite."

Date: 11/11

Condé Nast Traveler

10 Caribbean-Inspired Gifts for Those Dreaming of a Beach Trip

"Beachy candles are a must for any Caribbean lover, and you can't get more authentic than these products from Caribbean Trading Company, a business based in San Juan, Puerto Rico."



Date: 11/11

The New York Times

Travel and Coronavirus Testing: Your Questions Answered

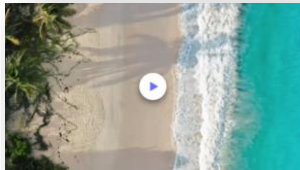
"For those reasons, many destinations, including France, Aruba, Bonaire, Puerto Rico and Hawaii, require that the test be taken within 72 hours of departure."

Date: 11/12

NORTHSTAR TRAVEL GROUP

How Destinations Are Engaging Planners in the Age of Covid-19

"To give planners a virtual overview of the Island's offerings and safety measures, Discover Puerto Rico launched a pair of virtual familiarization trips."



Date: 11/9

Puerto Rico Convention Center Hosts First Meetings Since Achieving GBAC Star Accreditation



CORPORATE EVENT NEWS
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"Groups traveling to Puerto Rico should know that the Island is putting health and safety first." – Ed Carey, Chief Sales Officer of Discover Puerto Rico

Date: 11/9

