

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

November 27 – December 4, 2020

Earned media placement
highlights

282M+ IMPRESSIONS

Social reach
highlights

5M+ IMPRESSIONS

AFAR



The Best Destinations in the World: AFAR Travelers' Awards

"White sand beaches and tropical rain forests with bioluminescent bays. Colorful street art and lively salsa dancing after sundown. Freshly cooked mofongo. Sweet aged rum. Need we say more about Puerto Rico's allure?"

The Best Hotels in the World: AFAR Travelers' Awards

"It may be only 22 miles west of San Juan, but Dorado Beach, a Ritz-Carlton Reserve feels a world away from any semblance of city life."

Date: 12/2

TRAVEL WEEKLY

Puerto Rico and Airbnb Partner on Website



"Cleanliness, health checks, outdoor spaces and natural attractions have become fundamental aspects in the decision process of a trip." – Brad Dean, CEO of Discover Puerto Rico

Puerto Rico Perseveres



meetings TODAY

"Puerto Rico reacted strongly to the crisis with a number of mandatory face coverings in public areas, reducing capacity and adding high standards of cleanliness". – Ed Carey, CSO of Discover Puerto Rico

Date: 11/12

CVBs and DMOs Adjust Quickly to Ensure they Emerge Stronger than Ever after COVID-19 Shutdowns



www.TheMeetingMagazines.com ASSOCIATION CONVENTIONS & FACILITIES

"The residents of Puerto Rico have earned their PHDs in resiliency." – Brad Dean, CEO of Discover Puerto Rico

PASSION PASSPORT The Ultimate Guide to Working Remotely (from the Beach!)

"...it provides the comforts of the mainland US, while having international flair influenced by its Spanish, Taino Indian and African roots." – Brad Dean, CEO of Discover Puerto Rico



Date: 11/30

Date: 12/2

