

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

November 1 – 30, 2020

Total Earned Impressions: 1.58B+ IMPRESSIONS

Total Ad Value \$30.7M+ USD

Tonality: 97% Positive 3% Neutral

Total Earned Placements
Approx. 116
*includes social



Discover Puerto Rico Launches Small Business Commerce Site



"The site offers travelers opportunities to experience the Island's rich culture from the comfort of their homes and inspire a future trip in 2021."
Discover Puerto Rico

Date: 11/20

Puerto Rico Is on the Tourism Recovery Trail – Again



TRAVEL WEEKLY

"This recognition (WTTC 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

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



"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



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

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

Date: 11/30



What to Know About Visiting the Caribbean this Winter

"Visitors to Puerto Rico must either quarantine for 14 days or show a negative COVID-19 test taken at an approved testing site within 72 hours of arrival."

Date: 11/4



Surprising Holiday Traditions from Around the World

"In many places, the holidays are a time to go door to door singing carols. Puerto Rico has added a unique twist to this tradition: the parranda."

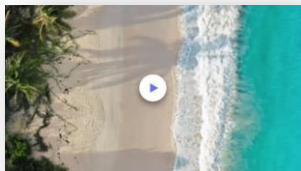


Date: 11/16



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

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



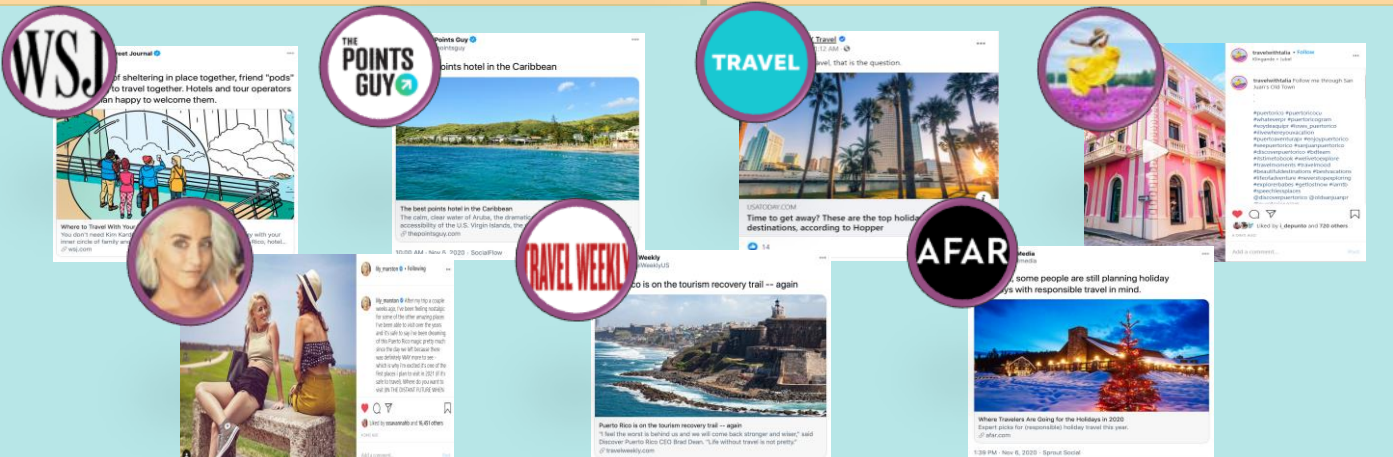
Date: 11/9



Everything You Need to Know About Planning a Micro Wedding

"Resorts like La Concha, El Convento Hotel in Old San Juan, and the St. Regis Bahia Beach all have thoughtfully curated wedding packages for groups of 20 people at a ballpark of \$5,000 or less."

Date: 11/18



For any questions, please contact: Ingrid.Rosa@ketchum.com

