

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

December 11 – December 18, 2020

Earned media placement
highlights
63M+ IMPRESSIONS

Social reach
Highlights
20M + IMPRESSIONS

meetings PEOPLE + PLACES TODAY

"We've seen heightened activity in the sports sector, some movement in film crews, potential shows and movie shoots because of our position as the U.S. territory – Ed Carey, Chief Sales Officer, Discover Puerto Rico."

Versed in Crisis Management, Meetings Outlook in Puerto Rico Is Optimistic



Orlando Sentinel MEDIA GROUP

Traveling to Puerto Rico for Christmas? Here Is What You Need to Know.

"We are not promoting for people to come for tourism and we urge that, if they do, that they take all the necessary measures." – Xiomara Rodriguez, Director of Communications, Discover Puerto Rico.

Date: 12/15

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Move Over Egnog. I Want to Introduce You to Coquito, Puerto Rico's Holiday Drink

"Served in the Christmas season [coquito], uses Puerto Rican rum as its boozy base, and, in lieu of fresh cream, coconut is the crux of this lush drink."



Date: 12/17

THRILLIST

How to Make Coquito for the Holiday Season

"Coquito is a creamy coconut milk beverage that's made especially for the holidays. It is like a Puerto Rican eggnog, only better."



Date: 12/17

Parade

Love Is in the Air! Say 'I Do' on Zoom with These Wedding Backgrounds

*Includes:
La Concha, Dorado Beach, a Ritz Carlton Reserve, Punt a Boriquén, Light house Ruins, Casa Herdz and Cabo Rojo Beach.



Date: 12/18

TRAVEL WEEKLY

Curfews Curb the Festive Season in the Caribbean

"Puerto Rico is encouraging only essential travel at this time, according to Discoverpuertorico.com and is following guidelines of the CDC, the U.S. Travel Association and the Ministry of Health."

Date: 12/15

