

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

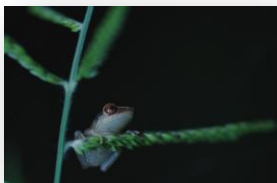
January 8 – January 15, 2021

Earned media placement highlights
260M+ IMPRESSIONS

Social reach Highlights
3.1M + IMPRESSIONS

The Washington Post

Pining for Wildlife? Build Your Own Menagerie with a Symbolic Adoption



"For its Adopt a Coquí program, Discover Puerto Rico partnered with Conservación ConCiencia, a local nonprofit committed to environmental causes."

Date: 1/15

TSNN Trade Show News Network

Puerto Rico Readies for Another Recovery

"Puerto Rico has proven that not only is it resilient, but it can lead a quick recovery." – Brad Dean, CEO of Discover Puerto Rico



Date: 1/13

Smartmeetings

Launch Conditions: Flight Path for a Transformational Year (PRINT)

"We anticipate that many of the changes will be around indefinitely, such as the enhanced cleaning procedures in high-contact areas and additional hand sanitizer stations in key facilities, like our convention center in San Juan." – Brad Dean, CEO of Discover Puerto Rico

Date: 1/15

SportsEvents MEDIA GROUP

Sports Events Magazine January Issue (PRINT)

"Puerto Rico's location in the Caribbean means near-perfect weather year-round, which allows for more options for open air sports and experiences." – Carlos Deliz, Regional Sales Manager at Discover Puerto Rico



Date: 1/13

THE POINTS GUY

San Juan for the Day: What to Do While Your Cruise Is in Port

"San Juan combines historic architecture and attractions that embody the Island's rich legacy and historic past with contemporary authentic Latin and American culture."



Date: 1/9

Forbes

How Are Destinations Responding to New U.S. Requirements for Negative Covid Tests?

"Travelers don't need a PCR test to fly to the continental U.S. from Puerto Rico, since the Island is a U.S. territory. Some hotels also provide on-resort testing (even in your hotel room) for a fee, such as at the Dorado Beach, A Ritz Carlton Reserve."

Date: 1/14