

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

December 1 – 31, 2020

Total Earned Impressions: **1.5B+ IMPRESSIONS**

Total Ad Value: **\$28M+ USD**

Tonality: **92% Positive 8% Neutral**

Total Earned Placements

Approx. 223*

**includes social*

SMARTERTRAVEL

Planning to Visit Puerto Rico? Here's What You Need to Know

"...we will continue to focus on responsible travel and the limitless options readily available when travelers feel comfortable traveling again and restrictions are loosened." – Brad Dean, CEO of Discover Puerto Rico.



Date: 12/7



Restrictions in Puerto Rico and their Impact on Tourism (Broadcast)

*Xiomara Rodríguez, Director of Communications at Discover Puerto Rico, discusses the importance of responsible travel for the holiday season



Date: 12/11

meetings PEOPLE + PLACES TODAY

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

"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



Date: 12/15

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



Date: 12/11

Condé Nast Traveler

The 25 Best Island Beaches in the World: 2020 Readers' Choice Awards

"A long, thin stretch of white sand and clear water makes this one of the Caribbean's top beaches."



Blue Beach (La Chiva), Vieques

Date: 12/31

TRAVEL+LEISURE

Puerto Rico Wants You to 'Adopt' an Adorable Little Frog this Holiday Season

"Discover Puerto Rico is inviting wanderlusters, animal lovers, and last-minute shoppers alike to make a small donation in exchange for a major gift: adopting a coquí for someone they love."



Date: 12/21

The Daily Meal

How to Make Coquito, the Holiday Drink Everyone's Talking About

"In Puerto Rico no Navidad is complete without the country's Christmas cocktail, coquito."



Date: 12/7

Skift

The Biggest Challenge to Tourism's Recovery in 2021

"We talk so much about consumer confidence, but really when you get right down to it it's about trust and if we earn and maintain the trust of the consumer we'll have their confidence when it comes time to travel." – Brad Dean, CEO of Discover Puerto Rico

Date: 12/28

