

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

January 15 – January 22, 2021

Earned media placement highlights  
**238M+ IMPRESSIONS**

Social reach Highlights  
**339K+ IMPRESSIONS**

## Forbes

### Inside the Discover Puerto Rico Marketing Strategy

"Our team and our partners have become masters in the art of the pivot." – Leah Chandler, CMO of Discover Puerto Rico



Date: 1/19

## Skift

### How U.S. Travel Policies Change in the Biden-Harris Era

"The Biden-Harris administration has an opportunity to not simply restore the funding structure, but establish a model suited to grow international arrivals to record levels." – Brad Dean, CEO of Discover Puerto Rico

Date: 1/20



### The Top U.S. Warm Weather Places to Escape the Cold this Winter

"Culture is everywhere you turn in Puerto Rico. Puerto Rico's capital has fortresses, cathedrals, traditional dance and art, and memorable architecture."



Date: 1/18



### On-Site: Puerto Rico

"Puerto Rico has renewed itself to serve the MICE Industry with high-level biosecurity and technological services for hybrid or 100% virtual events."



Date: 1/21



### Puerto Rico Travel: What Tourists Need to Know Right Now

"Travelers planning a vacation in 2021 should consider the United States territory of Puerto Rico, as visitors will not be required to provide a negative COVID-19 test before returning home."

Date: 1/20



### Hotels Work with Local Graffiti Artists to Brighten Up Winter Travel

"Caribe Hill on commissioned local artist David Zaya to create a mural inspired by piña colada and local culture. Grab a drink and pose for a picture near this striking stunner."



Date: 1/22

The collage features several social media posts and article snippets. On the left, there's a Skift article snippet titled "What Travel Executives Should Expect Under a Biden-Harris White House" with a photo of two men in suits. In the center, there's a Travel Awaits article snippet titled "The Top U.S. Warm Weather Places to Escape the Cold This Winter" with a photo of a tropical beach. To the right, there's a Passport Magazine tweet from @PASSPORTmag stating "One of our favorite destinations to visit is @discover\_PR & it happens to be the most #LGBTQ+ friendly destinations in the #Caribbean." Below that is a Discover Puerto Rico article snippet titled "IT'S TIME TO PLAN FOR PUERTO RICO" with a photo of people in a tropical setting. There are also circular profile pictures of individuals and a photo of a man holding a passport.