

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

January 22 – January 29, 2021

Earned media placement highlights  
**244M+ IMPRESSIONS**

Social reach Highlights  
**11M+ IMPRESSIONS**

## TRAVEL+ LEISURE

**You Could Win a Trip to Puerto Rico By Simply Blocking Off a Week On Your Calendar**

"Puerto Rico is a great option for travelers seeking warm temperatures, rich history, abundant natural attractions, delectable cuisine, and an international flair." – Brad Dean, CEO of Discover Puerto Rico

Also seen in:



Date: 1/28



## travelmarket

Voice of the Travel Professional report

**Excluded from New CDC Requirement, Puerto Rico Is Positioned to Welcome U.S. Travelers**

"We're working to ensure that we're reaching the right travelers, and strategically opening the Island was in alignment with health and safety efforts." – Brad Dean, CEO of Discover Puerto Rico



Date: 1/26

## meetings alliance

YOUR LINK TO LATIN AMERICA

**On-Site: Puerto Rico**

"Puerto Rico is the 'Heart and Soul of the Caribbean,' and it has adapted wonderfully well to the new normal in 2021."



Date: 1/25

## The A-List of Travel @ LUXURY TRAVEL MAGAZINE

**Standout Caribbean Destinations for Your Winter Getaway**

"Once an exclusive Caribbean destination for royalty, celebrities and socialites, Condado Vanderbilt remains as luxurious today as it was then. Make your "Work From Hotel" experience superior with your own Butler."

Date: 1/26

## Forbes

**This Year's Most Highly Anticipated Hotel Openings**

"Palacio Provincial is a new posh property that offers travelers an ultra-stylish home base for discovering the rich traditions of Old San Juan."



Date: 1/23

