

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

January 1 – 31, 2021

Total Earned Impressions: **1.4M+ IMPRESSIONS**

Total Ad Value: **\$25M+ USD**

Tonality: **100% POSITIVE**

Total Earned Placements

Approx. 3786*

*includes social and wire

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

The Washington Post

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



*Also in print

"For its Adopt a Coqui 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

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

travelmarket Voice of the Travel Professional report

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



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

Date: 1/26

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

Jan. Issue

