

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

February 12 – February 19, 2021

Earned media placement highlights
227M+ IMPRESSIONS

Social reach Highlights
15.5M+ IMPRESSIONS

LATINFLYER.com

LATIN AMERICA TRAVEL INTELLIGENCE

How to Celebrate Black History Month in Puerto Rico

"African traditions, ancestral knowledge, and experiences in Puerto Rico are central to our racial and cultural identity." – Moreno Vega, co-founder of Corredor Afro



Date: 2/15

Freedom at Sea (PRINT)

"Puerto Rico's 500-year-old history is evident in everything from the Island's food and drink to its architecture and monuments."



Feb. Issue

Top 15 Destinations to Celebrate the Beginning of Spring



TRIPS to DISCOVER

"There's no need for a passport, plenty of budget-friendly hotels and resorts, mouthwatering food, gorgeous white sand beaches and clear turquoise waters."

Date: 2/19

Top 12 Beaches in Puerto Rico



"With over 300 miles of coastline, the greatest beaches in Puerto Rico offer an eclectic variety of sand and surf."

Date: 2/16

TRAVEL AGENT CENTRAL

"Luis Muñoz Marín International Airport is now offering PCR molecular COVID-19 tests for all passengers within the airport."

San Juan Airport Now Offering PCR Testing for All Passengers



Date: 2/18

UPROXX

Bartenders Name the Whiskeys They Give Instead of Roses on Valentine's Day

"The perfect gift for Valentine's Day would be Knob Creek Straight Rye. In warm weather, as in Puerto Rico, it goes well in a lion's tail cocktail that matches well with the allspice dram liquor." – Israel Meléndez Ayala, bartender in San Juan

Date: 2/13



Greenberg
5 at 3:11 PM · 🌐

Americans go right now in the world? Here are the latest updates...



Planet
lyplanet

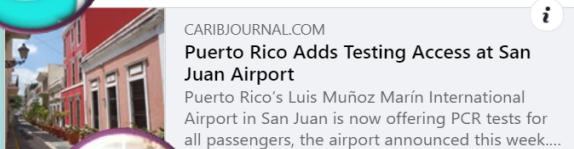


Top 12 beaches in Puerto Rico - Lonely Planet
With over 300 miles of coastline, the greatest beaches in Puerto Rico offer an eclectic variety of sand and surf. From crystalline pools to secluded coves...
lonelyplanet.com



Caribbean Journal
Yesterday at 1:00 PM · 🌐

been to Puerto Rico?



CARIBJOURNAL.COM
Puerto Rico Adds Testing Access at San Juan Airport
Puerto Rico's Luis Muñoz Marín International Airport in San Juan is now offering PCR tests for all passengers, the airport announced this week...



Ayala
stAyala144

! 12 whiskeys to give that special someone this year instead of chocolate



Bartenders Name The Whiskeys They Give Instead Of Roses On Valentine's Day
We asked a handful of bartenders to tell us the best whiskeys to gift instead of roses or chocolates this year.
uproxx.com



For any questions, please contact: Ingrid.Rosa@ketchum.com

