

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

February 26 – March 5, 2021

Earned media placement highlights
239M+ IMPRESSIONS

Social reach Highlights
20.8M+ IMPRESSIONS



Discover Puerto Rico for Golf and Complementary Charms



"The 18 courses are open to the public; they offer a variety of playing experiences and price points, and they're often at resorts and near other Island attractions and activities."

Date: 2/27

LIVE w/ Kelly & Ryan: American Road Trips Are Having a Moment



"The Discover Puerto Rico team, their partner agency Ketchum, and the show's production team worked on a Virtual Road Trip episode, one of five to sunny locales in the spotlight."

Date: 3/2

7 Great Hotel Rooftop Bars in the Caribbean



(ALOFT Hotel Ponce)



"Some of the best hotels in Puerto Rico, for example, are located in neighborhoods like Old San Juan, and Condado"

Date: 3/1



The Best Spots for Bird Watching in the U.S.



"With verdant rainforests and an abundance of tropical flora and fauna, the Island of Puerto Rico is a paradise for birders, with some 300 species of birds, 17 of which are endemic."

Date: 2/26



Caribbean Travel Restrictions: Updated COVID-19 Protocols for 22 Caribbean Countries



"Arriving travelers must complete online Travel Declaration Form from the Puerto Rico Health Department and show proof of a negative molecular COVID-19 test."

Date: 3/4

Puerto Rico Celebrates Five of the Best Beaches



"Puerto Rico is the perfect destination for a post-pandemic escape. With nearly 300 beaches and miles of Caribbean coastline, there is a sandy retreat for every type of traveler."

Date: 3/5

Fred Ranahan
Developed a serious love for birdwatching in 2020, so I hope you all enjoy my latest story for Condé Nast Traveler highlighting some of the best birding destinations across the USA 🇺🇸 🇺🇸 🇺🇸

Golfweek
PGA is headed to Puerto Rico for the first time in 2022.

PGA TOUR
Emotional win for @BrandenGrace on Sunday as he earned his second TOUR title @PuertoRicoOpen.

Emotional Branden Grace wins Puerto Rico Open
RIO GRANDE, Puerto Rico (AP) — Branden Grace closed eagle-birdie Sunday to win the Puerto Rico Open, an emotional triumph following his father's January ...

LATINFLYER.COM
7 Great Hotel Rooftop Bars in the Caribbean
It's no surprise that people love being outdoors nowadays. The pandemic has pu...



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

