

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

March 5 – March 12, 2021

Earned media placement highlights
286M+ IMPRESSIONS

Social reach Highlights
13M+ IMPRESSIONS

The Washington Post

The Latest Hotel Amenity Doesn't Involve Massages or Cookies: It's a Free Coronavirus Test.

"At Dorado Beach, a Ritz Carlton Reserve, in Puerto Rico, a doctor will make a house call — or, rather, a guest-room call — for \$400."

Date: 3/12

When Is the Best Time to Visit Puerto Rico



"The cobblestone streets of Old San Juan, the sea breeze in Rincón, the bioluminescent bay in Vieques, Puerto Rico is a snowbird's picture-perfect haven."

Date: 3/9

Meet Two Women Entrepreneurs Strengthening Puerto Rican Tourism



"Take a look at Paulina Salach and Melina Aguilar Colon, two women business owners from Puerto Rico who have had to adapt their businesses to challenging times."

Date: 3/8



Everywhere Americans Can Currently Travel to in Latin America

"Visitors to Puerto Rico should present the results of a negative COVID-19 test taken within 72 hours of arrival."



Date: 3/5

UPROXX

Bartenders Shout Out IPAs that Feel Perfect for Winter's Last Gasp

"Lagunitas IPA for a winter IPA is extremely refreshing. In Puerto Rico, there is no winter. It's about 83 degrees in February, so it's always summer here." -Michael Norat, bartender in Puerto Rico

Date: 3/5



International Women's Day: Puerto Rican Women Who Inspire

"We celebrate Puerto Rican women with inspiring stories that show the obstacles they have had to overcome while helping to boost tourism back to the Island."

Date: 3/8



Lonely Planet
our guide to helping you decide the best time to visit Puerto Rico.



When is the best time to visit Puerto Rico? The cobblestone streets of Old San Juan, the sea breeze in Rincón, the bioluminescent bay in Vieques, Puerto Rico is a snowbird's picture-perfect haven.
lonelyplanet.com



French AFmedia
the Caribbean in the age of COVID-19:
walle.com/article/travel...

Pro-tip #1: since the U.S. Virgin Islands and Puerto Rico are U.S. territories, you won't need proof of a negative test to board your return flight.



to the Caribbean on a Budget
airports and wide range of
son might not cost a ton of
orm



Christopher Osburn @ChrisOsburn · Mar 5
15 IPAs perfect for the last gasp of winter



Bartenders Shout Out IPAs That Feel Perfect For Winter's Last Gasp
We already got our fill of stouts, porters, barleywines, and old ales during the holidays. Let's close out winter with a few IPAs!
uproxx.com



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

