



DISCOVER  
*Puerto Rico*

# INTERNATIONAL PRESS CLIPPINGS REPORT

February, 2021

OUTLET	KEY MESSAGING	MARKET	DATE	UMV CIRCULATION	AD VALUE/ EAV (USD)
Epicurean Life	News, new openings and reasons to visit Puerto Rico in 2021	UK	04/02	70,000	2,088
Viestra	News, new openings and reasons to visit Puerto Rico in 2021	UK	11/02	59,000	1,113
Sunday Mail	Adopt a Coqui Frog	UK	14/02	97,603	3,331
Paddling Magazine	Guide To Kayaking In Puerto Rico	Canada	21/02	30,000	2,500
The Berwickshire News	Inspirational women in travel for International Women's Day	UK	25/02	4,264	1,321
<b>TOTAL CLIPS: 5</b>				<b>TOTAL UMV: 260,867</b>	<b>TOTAL EAV: \$10,353</b>

## 6 Reasons to discover Puerto Rico

Puerto Rico is set to be at the top of every traveller's bucket list this year with a new remote working campaign and hotel offers, the unveiling of the biggest entertainment district in the Caribbean, a new boutique hotel and several virtual experiences for travellers to take inspiration from. The Island's year-round tropical weather makes it an ideal choice for all seasons, with pristine beaches, rugged mountains and colourful cities to discover.



## Discover Puerto Rico's 'Work in Full Colour' campaign launches to attract digital nomads

Having demonstrated the ease of remote working, 2020 saw a rise in people maintaining their professional roles from anywhere in the world. Studies show that dull, grey workspaces detriment mood and productivity levels, whereas clever use of colour can boost innovation and satisfaction at work. Puerto Rico's vibrant palette makes it a natural choice for digital nomads: since green encourages balance, blue improves performance, red increases energy and orange inspires imagination, the multi-tonal cityscapes, beaches and mountains on the Island will prove advantageous to remote professionals. Several of the Island's hotels have even launched special offers that encompass everything remote professionals will need.

Puerto Rico is primed to support professionals working remotely. With plenty of co-working spaces, a robust IT infrastructure and networks of tech experts and entrepreneurs, Puerto Rico's 'Work in Full Colour' campaign asks digital nomads: 'If you can work from anywhere, why work anywhere else?' More information on the campaign can be found at [www.discoverpuertorico.com/WorkRemote](http://www.discoverpuertorico.com/WorkRemote)

Preferred Hotels to open Palacio Provincial hotel in San Juan  
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The world's largest independent hotel brand, Preferred Hotels, opened a new boutique hotel in Old San Juan, Puerto Rico this month. The new Palacio Provincial hotel is set in a 19th century building which housed Puerto Rico's centre of diplomacy for most of its 200-year existence. Meticulously restored with hints of its grand colonial past, Palacio Provincial opened in 2021 to mark 500 years since Old San Juan was founded by Spanish settlers, making it the second oldest European-founded city in the Americas. The grand hotel boasts first-class hospitality, 43 rooms and suites with 12-foot windows, an oasis-style courtyard restaurant and a rooftop pool deck, all within walking distance of the capital's best restaurants and historical sites.

[www.palacioprovincial.com](http://www.palacioprovincial.com)

El Distrito entertainment district opens in San Juan



Puerto Rico's capital city is set to become an epicentre for entertainment as it welcomes El Distrito in the first quarter of 2021. The 360,000-square-foot, state-of-the-art venue is unlike anything in the Caribbean and combines the best in art, music, technology and hospitality to put Puerto Rico on the global entertainment map. The immersive, multi-sensory space will include a 6,000 capacity music and performance venue; a dedicated radio and television production studio; and a high-tech centrepiece consisting of 14,000 square feet worth of digital screens in a central plaza, including the largest horizontal screens in the Americas. In addition to an urban zipline experience, El Distrito will welcome the world's first permanent augmented reality zipline and Puerto Rico's first 24-hour nightclub, spanning two stories and several outdoor pool areas. Co-working spaces, bars, lounges, a micro-distillery and a high-end fitness studio will all be available, as well as the Caribbean's first ever ALOFT Hotel by Marriott with 177 loft-like bedrooms. The development is in the heart of San Juan's metro area, making it an accessible entertainment venue for visitors and locals alike.

[www.districto-mobile.com](http://www.districto-mobile.com)

## Discover Puerto Rico's 'Sounds like Puerto Rico' video series inspires 2021 visits



Designed to inspire future travellers and satisfy wanderlust whilst restrictions are in place, Discover Puerto Rico's 'Sounds like Puerto Rico' series is a five-episode video collection focusing on the ubiquitous sounds of the Island. Each episode enables audiences to experience an element of Puerto Rico virtually: one episode captures the rhythms and movements of reggaetón, a fusion music and dance style that originated on the Island in the 90s, whilst another takes viewers on a road trip up to the Island's mountains to order coffee like a local. Each episode has an accompanying playlist on Spotify, featuring tracks with an unmistakably Puerto Rican sound to immerse travellers in the destination before they visit. The 'Sounds like Puerto Rico' series is the ultimate in sensory inspiration to help travellers plan their 2021 visit.

To watch the series, visit [www.discoverpuertorico.com/sounds-like-puerto-rico](http://www.discoverpuertorico.com/sounds-like-puerto-rico)



## Protect an endemic species & adopt a Puerto Rican coqui frog



In partnership with local environmental research and conservation organisation, Conservación ConCiencia, Discover Puerto Rico invites everyone to give the gift of nature and Adopt a Coquí, supporting the destination's vast natural resources. A symbol of Puerto Rico worldwide, the coquí is a species of tree frog endemic to the nature-rich island, and heartfully named for the sound they make. Pent-up travellers staying safe at home but thinking about their first trip in 2021, can support global conservation while virtually learning and dreaming of a destination filled with natural wonders and more. By visiting [DiscoverPuertoRico.com/coqui](https://DiscoverPuertoRico.com/coqui) and making a donation of \$25 USD, coquí gift recipients will receive a digital keepsake adoption certificate with their name on it for their contribution to supporting conservation, sustainability, and climate resilience efforts by Conservación ConCiencia.

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Puerto Rico's colourful capital city San Juan is the second oldest European-founded city in the Americas, with 2021 marking 500 years since Old San Juan was founded by Spanish settlers. However, visitors can discover much more than cobbled streets brimming with history. Peaceful courtyards and commanding colonial fortresses can be found, such as El Morro and San Cristóbal, part of the San Juan National Historic Site and two of the largest fortifications built by the Spaniards in the Caribbean during the 16th century. In contrast, San Juan is also a cosmopolitan city of wide boulevards, lively cafes, exciting galleries and trendy boutiques. Where the old world now meets the new, San Juan has become a modern world capital.

[www.discoverpuertorico.com](http://www.discoverpuertorico.com)



## REASONS TO VISIT PUERTO RICO IN 2021



There's a host of exciting new openings, conservation efforts, remote-work offers and anniversaries.

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***sunday***  
***mail***

## **Leap for frogs**

Those keen to go green may jump at the chance to Adopt a Coqui, a tiny, tree frog endemic to Puerto Rico and named for the evocative sound it makes in its rainforest home. Make a donation of \$25 at [DiscoverPuertoRico.com/coqui](http://DiscoverPuertoRico.com/coqui) and you will receive a digital keepsake adoption certificate for supporting the Conservacion ConCiencia. The little amphibian with a loud song has become a symbol of Puerto Rico worldwide.



TRIPS DESTINATIONS

# Island Of Enchantment: Guide To Kayaking In Puerto Rico

Incredible paddling experiences—day or night

**N**estled between the Dominican Republic and the British Virgin Islands, the archipelago of Puerto Rico is a premier paddling destination for many reasons—but only one of these reasons is almost entirely unique to Puerto Rico. There are only a handful of bioluminescent bays in the world—and Puerto Rico is home to three of the best.

The rare glow-in-the-dark effect is caused when single-celled organisms (dinoflagellates) are stimulated by movement, including paddles moving through the water. During night kayaking in Puerto Rico, the water of these bays lights up with swirling neon blue-green trails, like something out of the movie *Avatar*.

During the daytime, you can find family-friendly and beginner-level excursions to the territory's colorful coral reefs, mangroves and white-sand beaches. Puerto Rico is an easy five-hour direct flight from Toronto, and its waters make for some of the most pleasurable paddling in the Caribbean.

## Best places to kayak in Puerto Rico

Even though the mainland is relatively small—it's only 180 km across at its longest point—it can be hard to narrow down exactly where to go kayaking in Puerto Rico. Here are our favorite spots for snorkeling, swimming, standup paddleboarding and, of course, kayaking.

### San Juan

In San Juan, the capital of Puerto Rico, cruise ships dock near Old San Juan. Since we suspect your watercraft of choice is a wee bit smaller, we'd recommend heading farther away from the main city area and toward the tourist-friendly resort strips of Condado and Isla Verde.



So much beauty you won't know where to look. | Photo courtesy of: Discover Puerto Rico

At Condado, you'll find "the lagoon." Known as Laguna del Condado, this popular snorkeling spot is well-maintained. You have a good chance of spotting fish, turtles and even manatees in the waters below. Kayak and SUP rentals are available seven days a week from [San Juan Paddleboarding](#) at Parque Benitez on the edge of the lagoon.

If the lagoon feels a bit too touristy, head 20 minutes east to the laidback Piñones Beach instead. Here, you'll find the Torrecilla Lagoon, which has mangrove forests and islands to explore. It's also a bargain; the [COPI Cultural Center](#) offers hourly kayak rentals for a donation of \$10.

## Laguna Grande In Fajardo

If you want to kayak among the blue-green bioluminescence in Puerto Rico, Laguna Grand is the closest spot to San Juan to do so; it's only an hour drive east near the town of Fajardo. But if you're dreaming of living that dreamy bioluminescence scene from Leonardo DiCaprio's *The Beach*, think again. In order to protect the lagoon's unique ecology, swimming isn't allowed. (Pyrodinium bahamense requires clear waters to complete the process of photosynthesis. Entering the water can stir up the bottom and make it murky, and adds pollutants like insect repellents, sunscreens and deodorant in the process.)

Three highly regarded operators in the area run a "bio bay" tour: [Kayaking Puerto Rico](#), [Eco Adventures](#) and [Island Kayaking Adventure](#). All offer a similar two-hour evening excursion for around \$50 USD.



Paddle out to secluded beaches—the rest is up to you. | Photo courtesy of: Discover Puerto Rico

## Vieques Island's Mosquito Bay

Located less than 10 km from the main island of Puerto Rico, Vieques Island's Mosquito Bay may be more difficult to get to than some of the other spots on this list (you can catch a small plane for under \$100 USD or take a ferry from the town of Ceiba, which takes about 40 minutes). But it's one of the best places to kayak in Puerto Rico for good reason—this is where you'll find the world's brightest bioluminescent bay.

Like Laguna Grand, swimming isn't permitted in Mosquito Bay, but the stroke of your paddle will be more than enough to create glowing trails in the water. During the daytime, this destination also has numerous reefs teeming with colorful fish that you can kayak out to.

With a focus on social responsibility and supporting the surrounding community, [Black Beard Sports](#) runs daily tours of the area, including to small islands and pristine beaches, through mangrove tunnels, and to the bio bay at night in tandem, clear-bottom kayaks.

## Culebra Island

About 27 km east of the mainland is where you'll find Culebra, an island oasis of secluded beaches, reefs and cayos (sandy islands surrounded by coral reefs). Since it attracts many species of sea turtles, it is also one of the best places to snorkel and kayak in Puerto Rico.

The best way to experience both activities is with [Kayaking Puerto Rico's two-hour "aquafari."](#) After kayaking to Flamenco Beach, you'll have the opportunity to snorkel among the rich sea life in the Luis Peña Marine Reserve.

# La Parguera In Lajas

The southern coast of Puerto Rico is where you'll find some of the territory's best beaches and mangroves, along with countless kayaking tour operators. But we're kind of burying the lead here—this is also where you'll find the only bio bay in Puerto Rico you're allowed to swim in. The blue effect will coat your body, but consider this fair warning: there may also be jellyfish in the water.

La Parguera is located a two-hour drive southeast of San Juan in Lajas. [Kayaking Parguera](#) offers rentals, including hands-free (pedal-drive) kayaks, as well as tours of the mangrove tunnels and the bioluminescent bay.

# Isla Ratones

On Puerto Rico's eastern coast near Cabo Rojo, you'll find the boat-access-only Isla de Ratones reserve. A family-friendly excursion, the island has white sand, mangroves, coral reefs and clear waters, making it perfect for all ages of paddlers. Pack for a full day: you won't find much here, but there are picnic shelters (complete with barbecue pits) and washrooms.

In addition to shuttling tourists back and forth to the little island and running sightseeing tours of the wider area, [Adventures Tourmarine](#) offers kayak gear rentals.



When you're vacationing on an island, there's no excuse to not get out on the water. | Photo courtesy of: Discover Puerto Rico

## Interior

In a Caribbean country, straying far from the coast might seem like an unusual choice—but those who do so will be rewarded with uncrowded waterways (including some 50 rivers) and more immersive cultural experiences.

To get started, head 45 minutes south of San Juan to Lago Carraizo. This is where you'll find kayak and standup paddleboard rentals with [Paddle Paradise](#).

## When to kayak in Puerto Rico

With balmy weather and crystal-clear waters year-round, there's arguably no bad season to go kayaking in Puerto Rico. There is, however, a bad time to kayak on a bio bay.

While bioluminescence isn't seasonal—it can technically be seen at any time of year, on any night—tides, water temperatures and storms all have an effect on its brightness. But the factor that matters most is how dark the night's sky is. Plan your visit to coincide with the darkest nights of the month, which are typically on either side of a new moon.



Puerto Rico is one of the only places in the world you can kayak on a bioluminescent bay. | Photo courtesy of: Discover Puerto Rico



# What to wear kayaking in Puerto Rico

Trying to [figure out what to wear](#)? As with any kayaking trip, be prepared to get wet—wear a bathing suit and, if available, [water shoes](#). Water-repellent layers will also be key. If you're kayaking during the daytime, sun protection is a must.

If you're [night kayaking](#) and plan on swimming in a bio bay (La Parguera being the only bay where this is officially allowed), avoid wearing sunscreen, insect repellent or any other personal care products; they can harm the organisms and dim their magical blue qualities.

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Bioluminescent kayaking is an otherworldly experience. | **Photo courtesy of: Discover Puerto Rico**

## Women inspire travellers to enjoy world when safe

**I**nspirational women around the globe are encouraging people to further their education through travel and learn about the different cultures that shape our world.

**Caroline Moultrie**, managing director of the travel and tourist communications collective MMGY Hills Ballfour, said: "It is so important to travel, talk and meet as many people as you can, experience as much as you can and do all you can to educate yourself about people, cultures and traditions."

Ahead of International Women's Day on March 8, we take a look at these inspirational figureheads.

**Monika Pessler** is the director spearheading the Sigmund Freud Museum in Vienna, Austria. Pessler has worked her way up as an art historian, curator and director at various Austrian institutions. Under Pessler's direction, the museum honouring the founding father of psychoanalysis celebrated the 120th anniversary of Sigmund Freud's 'The Interpretation of Dreams' last year after undergoing an extensive expansion and renovation project.

**Dr Margit Gabriele Muller** leads the world's largest falcon hospital in Abu Dhabi. Daily tours enable visitors to see these beautiful birds up close. Dr Muller's perseverance has

enabled her to develop the hospital from its humble beginnings to its current position, where the team has been honoured with more than 50 international awards, including the prestigious 'World Responsible Tourism Award' in 2016 and 2017.

**Ariel Twito** has starred in hit series such as Discovery Channel's Wild Alaska and GoUSA TV's Trails and Trailblazer. She has explored the uncharted territories of Alaska's landscapes, enjoyed kitesurfing along Oregon's scenic Columbia River Gorge and witnessed what it is like to ride the bison on Antelope Island in Utah.

**Grace Uwingeneye** curates nature based experiences at the One&Only Nyungwe House, Rwanda, offering guests an impressive view of the area's wildlife and encouraging them to get involved in tea harvesting sessions. She has educated former poachers on the environment and communities on growing edible mushrooms as an alternative to hunting bushmeat.

**Lydia Tomek** is an award-winning winemaker, heading the team at Ravine Vineyard in Ontario, Canada. When travel is possible, visitors to Ravine Vineyard can indulge in farm to table dining overlooking the organic winery, or sample the famous icewine. Aside from balancing family life as a mum with her work, Lydia has created the LocaLove Garden Project for children.

**Leonor Espinosa** is a Colombian chef making waves across the globe. Named Latin America's Best Female Chef in 2017, Espinosa has since secured a spot on The World's 50 Best Restaurants list for her restaurant Leo in

vibrant Bogota. Her foundation FUNLEO provides gastronomic training for communities and helps agricultural areas to enhance their produce. Espinosa also set up Zotea, a community-run restaurant, greenhouse and coconut oil production room that generates income and opportunities for the Pacific Choco area.

**Carmen Portela** and **Monica Perez** are founders of Local Guest, a tour company that develops and curates community-led experiences in Puerto Rico. The pair train locals and small businesses, helping them to develop tours that bolster their communities. Some 80 per cent of profits from each tour is invested in the communities.

*Pictures: Trailblazer Ariel Twito paddles her canoe (photo: Brand USA/MacGillivray Freeman films); Lydia Tomek in Ravine Vineyard*