

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

March 19 – March 26, 2021

Earned media placement highlights
263M+ IMPRESSIONS

Social reach Highlights
30M+ IMPRESSIONS



Affordable Adventures for New Grads (PRINT)

"Book an Airbnb in one of the candy-colored buildings of Old San Juan before tackling a multistep road trip around the Island."

March Issue

Cheers to National Cocktail Day with These Great Cocktail Recipes

PASSPORT

TRAVEL • CULTURE • STYLE • ADVENTURE • ROMANCE!



"Translated, piña colada literally means strained pineapple, but it's also famous for its luscious, smooth coconut flavor that balances out the sweet tang of the pineapple perfectly."

Date: 3/20

Incentive Travel Reassesses its Value as a Health Component



meetings alliance

YOUR LINK TO LATIN AMERICA

"This beautiful Caribbean Island is one of the most progressive destinations for reopening and has adapted to the demand for international biosafety measures."

Date: 3/25

Fodor's Travel

Forget Hawaii. Go to These 10 U.S. Islands Instead



"Most people think of Puerto Rico as one large Island, but the U.S. territory is more than that, with the surrounding outer islands having much to offer."

Date: 3/23

TRAVEL+ LEISURE

11 Transformative Retreats for the Woman With Wellness on Her Mind

"If your ideal get away involves yoga and paddleboarding, or even practicing yoga on a paddleboard, try Just Add Water with JB Yoga."

Date: 3/20

ESSENCE

6 Destinations Everyone Is Visiting After Getting a COVID Vaccine

"Whether you decide to take the call from the beach or explore the Island's natural wonders on your off time, Puerto Rico has international flair without the hassle."



Date: 3/23