

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

March 26 – April 2, 2021

Earned media placement highlights  
**690M+ IMPRESSIONS**

Social reach Highlights  
**27M+ IMPRESSIONS**

## AFAR



### The Best Snorkeling and Scuba Diving in Puerto Rico

"With over 300 miles of coast line to explore, you're never far from a vibrant coral"

### The Best Things to See and Do in Puerto Rico

"San Juan is just the beginning."



### The Best Puerto Rico Hotels and Resorts for a Relaxing Getaway

"Whether you're looking for modernism or a traditional upscale experience, Puerto Rico has a hotel that'll fit."

### How to Be a Better Traveler in Puerto Rico

"Ecofriendly tourism has long been an option in Puerto Rico"

### Puerto Rico Will Open 2 International Airports After More than a Year



## TRAVEL+LEISURE

"With safety measures in place, Aguadilla and Ponce internationals airports will start welcoming passengers on April 1."

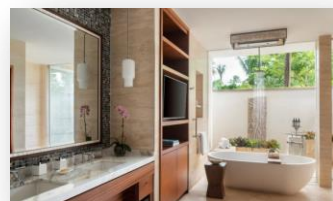
Date: 3/31

## USA TODAY

"Bring the outdoors in at Dorado Beach, a Ritz-Carlton Reserve. Guests can watch the birds overhead or the news as they lounge in the soaking tub or shower in the breezes."

Date: 3/31

### 25 Epic Hotel Bathrooms from Around the World



## recommend

helping travel advisors sell travel

"Look to the future with transparency. There has never been a more critical time to communicate how to enter a destination." – Jose Suarez, Board of Directors Chairman of Discover Puerto Rico

### Puerto Rico's Lessons in Crisis and Recovery



Date: 4/1

### Puerto Rico Paves the Way for Green Initiatives with Eco-Friendly Hotels



## TRAVEL PULSE

"The desire for more sustainable accommodations is on the rise after COVID-19. Discover Puerto Rico put together a list of the best eco-friendly accommodations."

Date: 3/29

### Puerto Rico Sees Recovery in Resilience



## TRAVEL PULSE

"Puerto Rico has a Ph.D. in resilience" – Jose Suarez, Board of Directors Chairman of Discover Puerto Rico

Date: 4/1

## TRIPS to DISCOVER

"Situated just 17 miles off Puerto Rico, [Culebra] is home to one of the world's most beautiful beaches, Flamenco."

### 10 Best Places in the Caribbean to Skip the Crowds



Date: 3/31

