

# PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

March 1 – 31, 2021

Total Earned Impressions: **1.8B+ IMPRESSIONS**

Total Ad Value: **\$36.1M+ USD**

Tonality: **95% Positive**

Total Earned Placements

**Approx. 236\***

\*includes social

## The Washington Post

### Traveling to Puerto Rico? Here's what Locals Want You to Know

"You will help not only the micro-economy of rural towns, but also you will get to experience what the real Puerto Rico is and what we as Puerto Ricans have to offer you." – Crystal Diaz, El Pretecto Owner



Date: 3/12

## TRAVEL+ LEISURE

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



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

Date: 3/31

### 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 snow bird's picture-perfect haven."

Date: 3/9

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



"From its tropical rainforest to its beaches, mountains, caves and three of the world's five bioluminescent bays, the Island offers nature lovers incredible experiences."



Date: 3/29

### 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

### 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

### Cheers to National Cocktail Day with These Great Cocktail Recipes



"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

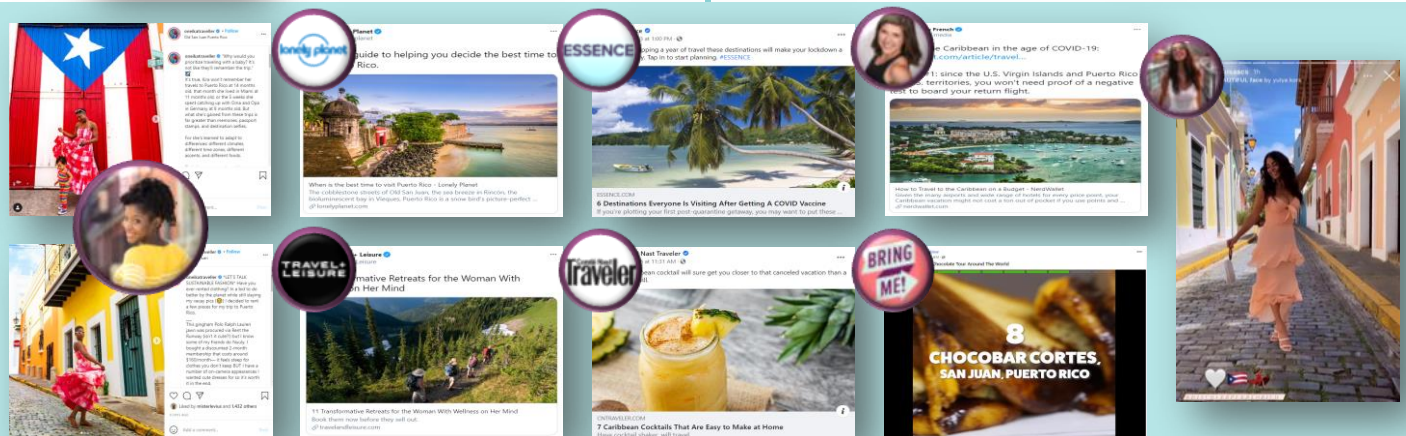


### 15 Best Things to Do in Puerto Rico

"Whether you're a city person or a country person, a beachgoer or a hiker, an art lover or an adventurer, Puerto Rico has something – many things, in fact – for your every desire and persuasion."



Date: 3/18



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

