

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

April 9 – April 16, 2021

Earned media placement highlights
48M+ IMPRESSIONS

Social reach Highlights
13M+ IMPRESSIONS

THE POINTS GUY

8 Fun Things to Do in Puerto Rico from the Island's Head of Tourism

"Sustainability extends to the heritage and culture of our communities." – Brad Dean, CEO of Discover Puerto Rico



Date: 4/15

These Mother's Day-Themed Activities in Puerto Rico Are the Best Way to Tell Your Mom You Love Her

TRAVEL+LEISURE

"Mother's Day is on May 9, which means there is just a little bit of time left to show your mom how much you love her with a trip to Puerto Rico."



Date: 4/15

Puerto Rico's Sustainable Rum Culture

PASSPORT

TRAVEL • CULTURE • STYLE • ADVENTURE • ROMANCE!

"Puerto Rico has a long history with rum making, and these three distillers are creating a new era of sustainable drinking."

Date: 4/16

Newsweek

25 Most Popular Beach Towns in America

"Rincón has been a mecca for surfers ever since the 1968 World Surfing Championships put it on the map."



Date: 4/15

Condé Nast Traveler

The Best Beach Vacations in the U.S.

"At the historic Condado Vanderbilt, butler service will deliver a frozen piña colada to the resort's oceanfront pools or white sand beach."



Date: 4/16

TRAVELAGE WEST

How Digital Nomads Are Changing the Travel Industry

"Puerto Rico's Hotel Melia is reducing rates for longer-term guests and offering up services from complimentary IT support to Wi-Fi access from the beach."

Date: 4/12

TRAVEL WEEKLY

Ponce and Aguadilla Airports Reopen in Puerto Rico

"Recently released data by Adara revealed that Puerto Rico's bookings are up nearly 25% from a year ago, totaling \$112 million in hotel bookings since January."

Date: 4/10

Two Airports Reopen in Puerto Rico After Year-Long Closures

TRAVEL AWAITS

"Two airports closed to commercial flights have reopened in Puerto Rico after being shut down for more than a year because of the coronavirus pandemic."

Date: 4/15

