

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

April 23 – April 30, 2021

Earned media placement highlights  
**255M+ IMPRESSIONS**

Social reach Highlights  
**15M+ IMPRESSIONS**

## AFAR

### Puerto Rico Will Issue \$300 Fines to Travelers Arriving Without Negative COVID-19 Tests

"As travel ramps up once again, Puerto Rico is cracking down on travelers unwilling to present negative tests upon arrival and fail to comply with mask mandates."



Date: 4/28

## TRAVEL WEEKLY

### Workcation Update: St. Lucia and Puerto Rico's New Approaches

"Puerto Rico's version of the workcation phenom took root in recent studies showing that 74% of Americans who work from home said they'd consider taking a workcation."



Date: 4/27

### Puerto Rico Reopens Two International Airports to Satisfy Growing Demand



"Two airports in Puerto Rico, Mercedita International Airport and Rafael Hernández Airport, resumed commercial activity to accommodate increased bookings."

Date: 4/26

### Puerto Rico Attraction Sets Guinness World Record



"Puerto Rico's TOROVERDE Adventure Park has become the official Guinness World Records holder for the longest bicycle zip wire, called the ToroBike."

Date: 4/29

## TRAVEL WEEKLY

### After Nearly Four Years, El Conquistador Is Set to Reopen in Puerto Rico

"Puerto Rico's El Conquistador Resort plans to reopen on May 21, after an extended period of closure."



Date: 4/28

## PureWow

### 30 Frozen Cocktails You'll Want to Drink All Summer Long

"In 1954, Ramón 'Monchito' Marrero, bartender at Caribe Hilton, changed the cocktail world forever when he sought to invent a drink that represented his home country."



Date: 4/27