

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

April 30 – May 7, 2021

Earned media placement highlights
291M+ IMPRESSIONS

Social reach Highlights
1.2M+ IMPRESSIONS

the knot

A Puerto Rico Bachelorette Party Guide to Plan Your Weekend

"Puerto Rico has everything when it comes to a bachelorette weekend. You can spend your time exploring different sandy coasts, or explore its unique tropical rainforest."



Date: 5/5

TRAVEL PULSE

You Could Win a Fly-and-Drive Vacation to Puerto Rico this Summer

"Puerto Rico is a great option for those looking to travel safely later this year." – Brad Dean, CEO of Discover Puerto Rico



Date: 5/3

ExhibitCity
the nation's only trade show industry newspaper

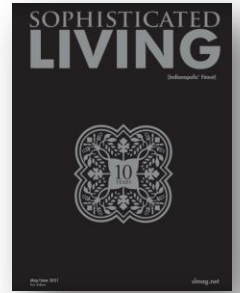
Discover Puerto Rico Launches Remote Work Program with Contest

"Puerto Rico is great for travelers to work remotely from unique accommodations, seeking warm temperatures, rich history, and an international flair." – Brad Dean, CEO of Discover Puerto Rico

Date: 5/3

San Juan-Upmanship [PRINT]

"Originally settled by the Spanish in 1521, San Juan, Puerto Rico's capital and largest city, sits on the Island's Atlantic coast."



Date: 5/1

NEW YORK Amsterdam News

Multi-Generational Family Trips

"You got something special with the nation's only tropical rainforest. The Hyatt Regency Grand Reserve Puerto Rico, with its bungalow style accommodations, is set on a natural reserve."

Date: 5/6

Outside

Which Public Lands Are Right for You?

"Vieques: Paddle through a mangrove forest, snorkel in crystalline waters, or cast a fly into a gemstone bay at this island paradise, a short drive from beachfront bars."

Date: 5/3

