

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

April 1 – 30, 2021

Total Earned Impressions: **1.75B+ IMPRESSIONS**

Total Ad Value: **\$28.8M+ USD**

Tonality: **99% Positive**

Total Earned Placements

Approx. 658*

*includes social

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 I 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

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."

Puerto Rico's Sustainable Rum Culture



Date: 4/16

thrillist

"La Parguera, in the southwestern town of Lajas, has yet to be tapped... its quiet natural wonders and abundant wildlife are largely undisturbed."

You Can Actually Go Swimming in This Rare Glowing Bay



Date: 4/19

Puerto Rico Will Issue \$300 Fines to Travelers Arriving Without Negative Tests



AFAR

"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

Puerto Rico Attraction Sets Guinness World Record



TRAVEL PULSE

"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+ LEISURE

"We hope travelers will learn how simple and convenient it is to work remotely from Puerto Rico." – Leah Chandler, CMO of Discover Puerto Rico

Puerto Rico Is Giving Away 2-Week Trips So You Can Work from the Island



Date: 4/28

Smart meetings

"To show off a new in-house broadcast studio for hybrid meetings at PRCC in San Juan, Discover Puerto Rico staged a virtual FAM from a meeting room that offers livestreaming, broadcasting and video editing."

These Meeting Rooms Are Open for Business



Date: 4/20

