

# PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

May 1 – 31, 2021

Total Earned Impressions: **2.6B+ IMPRESSIONS**

Total Ad Value: **\$45M+ USD**

Tonality: **99% Positive**

Total Earned Placements

**Approx. 813\***

*\*includes social*

**the knot**

## A Puerto Rico Bachelorette Party Guide to Plan Your Weekend



Date: 5/5

"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."

## TRAVEL+ LEISURE

## This Company Is Celebrating Road Trips By Giving Away a Camper and 5 Vacations



Date: 5/11

"With responsible travelers seeking safe U.S. destinations with a plethora of outdoor attractions, Puerto Rico is a great option." – Brad Dean, CEO of Discover Puerto Rico

**trip savvy**

## Here's What It's Like to Travel to Puerto Rico During the Covid-19 Pandemic



Date: 5/12

"Overall, my time in Puerto Rico was refreshing, comfortable, and the perfect way to unwind as I ease back into travel."

## Vaccinated Travelers No Longer Need to Have a Test for Entry into Puerto Rico

**THE POINTS GUY**



Date: 5/21

"As restrictions loosen, we look forward to welcoming travelers seeking to responsibly explore our Island." – Brad Dean, CEO of Discover Puerto Rico

## 10 U.S. Wilderness Areas You Should Know

**Treehugger**



Date: 5/17

"Named for the highest peak in the Luquillo Mountains, El Toro Peak, this swath of protected forest consists of lush tropical vegetation and clear mountain streams."

**lonely planet**

## Best Things to Do with Kids in Puerto Rico



Date: 5/10

"Combining the comforts of home and lots of outdoor adventures for all ages, Puerto Rico is an excellent destination for travelers with children."

**PERIÓDICO Información**  
Spanish Newspaper

## Win & Travel – National Road Trip Day is the Official Start of Road Trip Season

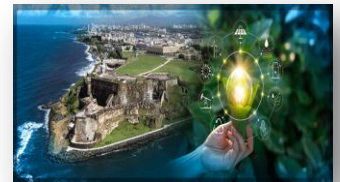


Date: 5/24

"Puerto Rico is the perfect destination to fly and drive this fall, and what's more, it has the offerings of the Caribbean while being a US territory."

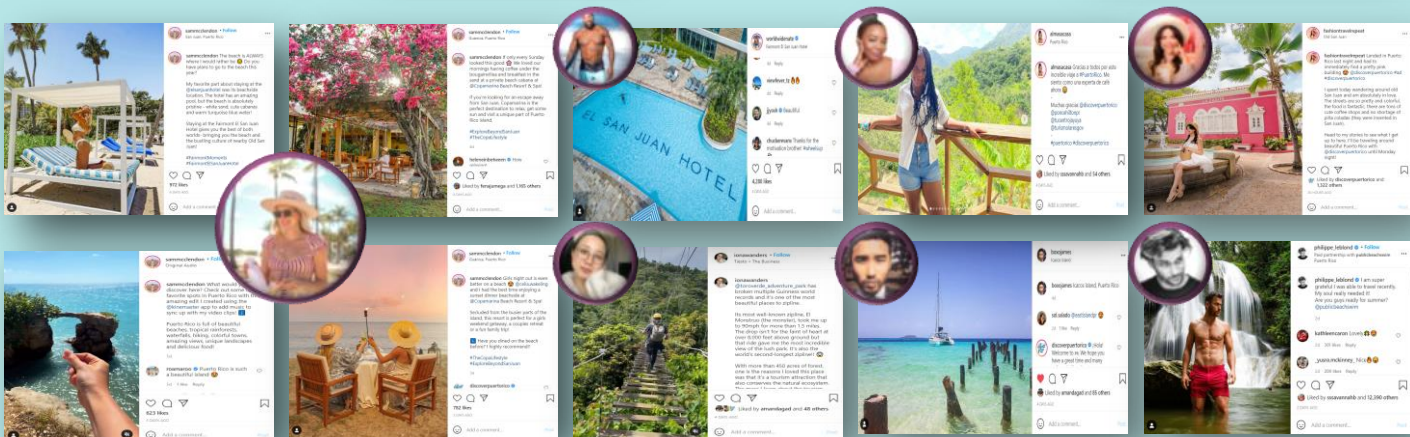
**meetings alliance**  
YOUR LINK TO LATIN AMERICA

## Puerto Rico's Sustainable Initiatives Promote Green Meetings



Date: 5/24

"With over 20,000 solar panels and programmable LED lighting, the Puerto Rico Convention Center is 20% more energy efficient compared to 2017."



DISCOVER  
**Puerto Rico**

For any questions, please contact:  
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**Ketchum**