

# PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

July 1 – 31, 2021

Total Earned Impressions: **1.5B+ IMPRESSIONS**

Total Ad Value **\$33M+ USD**

Tonality: **99% Positive**

Total Earned Placements

**Approx. 265\***

\*includes social

## Condé Nast Traveler

**How Puerto Rico's Chinchorro Food Stalls Are Preserving the Island's Culinary Roots**

"Puerto Ricans are known for our tenacity. No matter what's thrown our way, we know how to handle it and move forward." – Nicole Olmeda, communication coordinator at Discover Puerto Rico



Date: 7/22

**Discover Puerto Rico CMO Leah Chandler Talks Tourism During a Pandemic**



"Our industry has done an incredible job with consistency, and that builds confidence." – Leah Chandler, CMO of Discover Puerto Rico

Date: 7/20

## The Washington Post

**Passport Delayed? 5 Places You Can Go Without One**

"Those who want to be vaccinated can get the Johnson & Johnson vaccine at the Luis Muñoz Marín International Airport or when visiting the islands of Vieques and Culebra."



Date: 7/21

## Forbes

**She Is A Key Voice in One of Puerto Rico's Most Visionary Museums**

"We want everyone to have a place within the museum." – Marianne Ramírez Aponte, Chief Curator at The Museum of Contemporary Art of Puerto Rico



Date: 7/14

**New La Borinqueña Exhibit in Puerto Rico Aims to Educate & Unite the Diaspora**

## HIPLATINA

"For Puerto Ricans living in the United States, La Borinqueña has become a symbol of our strength, culture, and love for the Island as well as a celebration of Afro-Latinx beauty and power."



Date: 7/14

## Smartmeetings

INSPIRING BRILLIANT EXPERIENCES

"The delicate Moorish-style architecture of Casa de España dates to 1932, and its arches and multiple towers grace the entrance to Old San Juan, right next to the Puerto Rico capital."



July Print Issue

## Forbes

**Head to Puerto Rico, Where Every Day Is National Piña Colada Day**

"Created with simple ingredients, it's reflective of the Island's tropical offerings, with an end result of fresh flavors that make it memorable, and synonymous with paradise." – Leah Chandler, CMO of Discover Puerto Rico



Date: 7/8

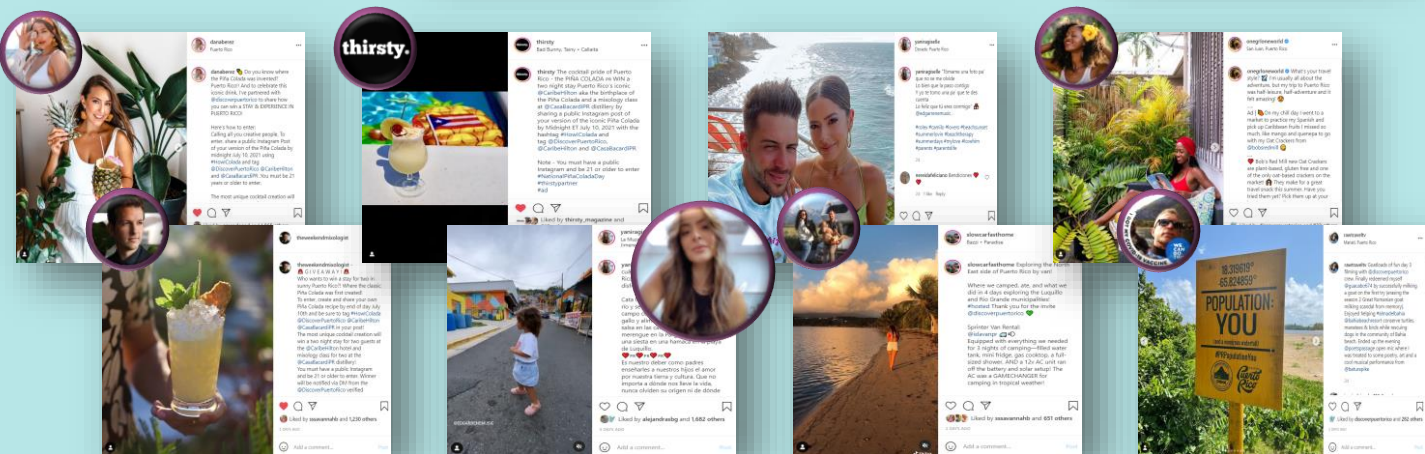


**Here's a Complete List of Destinations Opening to Vaccinated Travelers**

"Vaccinated Americans no longer need to test negative for Covid-19 before boarding flights originating from the U.S."



Date: 7/16



For any questions, please contact:  
Alejandra.BenitezGutierrez@ketchum.com

