

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

October 15 – October 22, 2021

Earned media placement highlights
22.6M+ IMPRESSIONS

Social reach Highlights
25M+ IMPRESSIONS

Fodor's Travel

The 10 Most Unusually Colorful Sand Beaches in America

"Playa Negra is mesmerizing beach with stunning black sand coating the shoreline alongside dramatic cliffs, and decorated with driftwood that's strewn about the landscape."



Date: 10/22

Condé Nast Traveler

The Best Places to Surf Around the World

"Punta Borinquen, the Caribbean's first World Surfing Reserve, is a nearly five-mile section of the coast north of Aguadilla. It earned this title, protecting more than a dozen world-class surfing points."



Date: 10/22

Puerto Rico's Bioluminescent Bays Make for an Otherworldly Experience

wide open spaces

"In Puerto Rico, there are several bioluminescent bay tours that will take you to see this rare natural phenomenon up close."



Date: 10/16

Puerto Rico Wants to Be the LGBTQ Capital of the Caribbean

TRAVELAGE WEST

"Puerto Rico is blessed with natural resources and a vibrant local LGBTQ+ community, without which these results would not have been possible."
– Jose Arana, Marketing & Special Events Manager of Discover Puerto Rico



Date: 10/20

TRAVEL PULSE

Puerto Rico Outpacing Most Places in Tourism Recovery

"Puerto Rico is leading the way when it comes to tourism recovery in the wake of the COVID-19 pandemic, according to the U.S. Travel Association's Recovery Dashboard."



Date: 10/22

UPROXX

Beers That Taste Like Fall in a Bottle, According to Bartenders

"Paulaner Salvator is my go-to. It's my fall in a bottle. It has this little tingle of clove-spice. It's strong, malty and its robust caramel maltiness gets me ready for the fall night outs." – Nicole Fas, Beverage Director at La Pícara in Santurce, Puerto Rico

Date: 10/19

