

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

November 5 – November 11, 2021

Earned media placement
highlights
210M+ IMPRESSIONS

Social reach
Highlights
1.6M+ IMPRESSIONS

**Which Caribbean Island
Should You Visit?**

AFAR

"Puerto Rico's unique heritage combines influences from the Indigenous Taino culture and the Island's centuries as a Spanish colony."

Date: 11/11

**This App Wants to
Change the Way
Puerto Rico Eats**

modern farmer

"The new generation of chefs are very eager and proud to serve locally sourced products on their menus." – Crystal Díaz, Owner of PProduce

Date: 11/9

TRAVEL NOIRE

Your Guide to Loíza, Puerto Rico – The Town Where African Culture Prevails

"Loíza celebrates and appreciates Black history through our traditions, history, and culture. Especially in the dance and music of the BOMBA genre."
– Daniel Lind-Ramos, artist based in Loíza



Date: 11/9

CNN travel

9 Ideas for a Winter Vacation to Start Planning Now

"The Island of Puerto Rico offers so much to travelers, including amazing Caribbean beaches, a flourishing restaurant and bar scene, vibrant culture and more."



Date: 11/8

Reconnect With Mother Nature in Stunning Puerto Rico

D

"The U.S. territory offers numerous upscale, natural tourism experiences, from sleeping in a treehouse to staying at a coffee plantation B&B – and some serious luxe accommodations."

Date: 11/6

Four US Cities Ready to Welcome Back Travelers Safely

BBC TRAVEL

"Puerto Rico has the highest vaccine rate of any U.S. state or territory. The Island and its capital San Juan are more than ready to bounce back – especially as San Juan celebrates its 500th anniversary."

Date: 11/4

