

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

January 28 – February 4, 2022

Earned media placement
Highlights
158M+ IMPRESSIONS

Social reach
Highlights
101M+ IMPRESSIONS

Why this Caribbean Archipelago Is a Prime Spot to Visit Next



"Puerto Rico's tourism industry is running on all cylinders, with revived natural experiences, rejuvenated local movements and a special historical celebration to tie it all together moving forward."

Date: 2/3

The Washington Post

7 of the Most-Vaccinated Places You Can Travel in the U.S.

"Step back in time while meandering [Old San Juan's] cobblestone streets, which are home to 16th-century fortresses and walls and a vibrant nightlife."



Date: 2/2



Top 36 Kitchen Paint Colors



(Puerto Rico Sunshine Paint Color)

"Bring a little of the joy of a tropical vacation into your own kitchen with this gorgeous, intense hue from sustainable paint brand ECOS."

Date: 2/2

Islands

Discover Puerto Rico Wants to Share Some Sunshine with a Pair of Lucky Travelers

"Discover Puerto Rico's Sunshine to Spare Sweepstakes will have two people winning a trip to visit the Island of Enchantment, with airfare provided by JetBlue."



Date: 2/4

Traveling to Puerto Rico? Entry Restrictions Are About to Ease for Vaccinated US Travelers



"New entry requirements are set to take effect Wednesday and will scrap testing requirements for fully vaccinated domestic travelers."

Date: 1/30

TRAVEL+NOIRE

10 Paradise Destinations for Valentine's Day You Can Visit Without a Passport

"San Juan offers a lively Caribbean atmosphere, including stunning beaches, amazing nature, vibrant nightlife, delicious food, and very friendly people."



Date: 2/2

TRAVEL

...your spring break getaway? Here are some of the most popular beach destinations' entry requirements and COVID-19 restrictions.

usatoday.com
Spring Break 2022: What are the entry, masking requirements at popular beach destinations? While travel is possible to most countries, vacationers can still expect to find COVID-related mandates in many beach destinations.

...built in 1521, the Metropolitan Cathedral of St. John the Baptist (Catedral Basílica de San Juan Bautista) is the oldest in the United States.

...sanjuan #viejosanjuan #puertorico #architecture

lonely planet

...US: Starting February 2, Puerto Rico will relax entry rules for US visitors.

lonelyplanet.com
Puerto Rico updates entry rules for US visitors: here's what you need to know

recommend

...eases COVID-19 protocols as cases drop.

recommend.com
COVID-19 Cases Drop: Puerto Rico Updates Requirements

...making it even easier to visit.

thepointsguy.com
Puerto Rico relaxes entry requirements and expands dining capacity - The Points Guy

TRAVEL+LEISURE

...Eases Travel Restrictions for Domestic Visitors — What to Know

travelandleisure.com
Puerto Rico Eases Travel Restrictions for Domestic Visitors — What to Know
Puerto Rico will eliminate its pre-arrival testing requirement for vaccinated travelers as well as decrease quarantine time for unvaccinated visitors.



For any questions, please contact:
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