

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

May 13 – May 20, 2022

Earned media placement
Highlights
47M+ IMPRESSIONS

Social reach
Highlights
11.8M+ IMPRESSIONS

Podcast: Getting Travelers Back to Puerto Rico



PProvoke Media

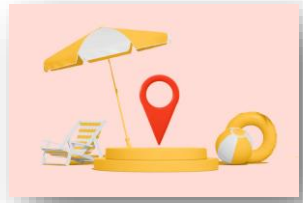
"Our positioning is rooted in culture...we feel like we can really start to differentiate Puerto Rico when we talk about the culture, it's something that's really ownable." – Leah Chandler, CMO of Discover Puerto Rico

Date: 5/11

The Washington Post

6 Caribbean Vacations That Check Every Travel Style

"The food scene in San Juan is influenced by all of the cultures that have inhabited the city over its 500-year history. Take a food tour and get a mix of history and taste tests."



Date: 5/18

INSIDER

9 Cocktails Invented at Hotel Bars and How They Were Created

"Regardless of the individual creator, it's safe to say the drink is a nod to all-things Puerto Rico. If you want to try what may be the original, swing by the bar at the Caribe Hilton."



Date: 5/14

A Local's Beach Guide to Puerto Rico



USA TODAY

"From the white sands of Flamenco Beach in the island town of Culebra to the black sands of Playa Negra, each beach has a character that brings la Isla de Encanto closer to being a Caribbean paradise."

Date: 5/13

Discover Puerto Rico Invites Travelers to 'Live Boricua'



CARIBBEAN

"The essence of Live Boricua means to 'live like us,' and promises a deeper and more meaningful experience for travelers." – Jean Paul Polo, Director of Creative Strategy of Discover Puerto Rico

Date: 5/18

TRAVEL PULSE

'Live Boricua' Launch Highlights Surging Puerto Rico Arrivals

"Puerto Rico offers something no other destination in the Caribbean can, a blend of African, Taino Indian and Spanish heritage that creates this amazing blend of culture which bleeds into our history, our food, our dance music and even our cocktail scene." – Leah Chandler, CMO of Discover Puerto Rico

Date: 5/13

