

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 3 – JUNE 10, 2022

EARNED MEDIA PLACEMENT HIGHLIGHTS

763K+ IMPRESSIONS

SOCIAL REACH HIGHLIGHTS

953K+ IMPRESSIONS

ETOURISM SUMMIT ANNOUNCES WINNERS IN FIFTH ANNUAL ETSY AWARDS



THE TRAVEL VERTICAL

JUNE IS PRIDE MONTH, BUT DON'T JUST SLAP ON A RAINBOW LOGO

Discover Puerto Rico's Dick Clark's New Year's Rockin' Eve Activation received two awards:

Innovation in a Campaign that Went Viral and Best of the Best – Audience Vote

"Unless you're authentic about the commitment, you're going to come across as mercenary." – José E. Arana Rodríguez, Marketing Manager, Discover Puerto Rico



Date: 6/7

PUERTO RICO: AN ARRAY OF EXPERIENCES FOR ATTENDEES

www.TheMeetingMagazines.com
ASSOCIATION CONVENTIONS & FACILITIES
THE SOURCE FOR ASSOCIATION MEETING PLANNING MANAGEMENT

"We hear from planners that visit that they are always blown away by the warm hospitality they find here. They arrive as guests, but leave as family."
– Brad Dean, CEO of Discover Puerto Rico

Date: 6/1

People EN ESPAÑOL

PHOTOS OF THE FAMOUS

"Adamari López – The beautiful actress and TV host wearing a dress inspired by "Puerto Rico Sunshine," at the opening event of San Juan Moda in Puerto Rico."



Date: 6/7

ADAMARI LÓPEZ STUNS IN PUERTO RICO'S OFFICIAL PANTONE COLOR

HOLA! USA

"In an effort to showcase the color "Puerto Rico Sunshine," while celebrating local talent, Discover Puerto Rico also partnered with local students at University Ana G. Mendez to create five unique designs for the runway."

Date: 6/9

Smart meetings
INSPIRING BRILLIANT EXPERIENCES

"It's an interesting time. We are well beyond recovery. We are breaking records we set in 2019. The past few months have been a non-stop sprint of new bookings." – Brad Dean, CEO of Discover Puerto Rico

Date: 6/9

Season Ticket: Island Meetings

