

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

June 20 – June 26, 2020

Earned media placement highlights

36M+ IMPRESSIONS

POPSUGAR. LATINA

How Puerto Rico Adapted to the Times and Is Preparing to Reopen the Country For Tourism



"The health and safety of visitors and residents remain a top priority, and the tourism industry in Puerto Rico is continuing updating important information should you choose to travel to the island once tourism resumes."

Social reach highlights

9M+ IMPRESSIONS

INSIDER 13 Tourist Hot Spots Planning to Reopen This July

"Discover Puerto Rico has put together comprehensive health and safety guidelines that visitors can expect on the island, including that restaurants should operate at 50% capacity and perform temperature checks, and that all drivers should be wearing gloves and disinfecting vehicles."



travelmarket

Voice of the Travel Professional report

To Get Travelers Traveling Again, The Industry Needs Travel Advisors

"Travel advisors are at the forefront. You have a heightened responsibility and set the consumer's expectations. They are essential to the recovery of travel and tourism in every destination, because they're not just a great promoter of travel, they are a validator." –Brad Dean, CEO of Discover Puerto Rico

Skift

Puerto Rico Will Reopen for Inbound Tourism on July 15

"Puerto Rico announced Monday it will formally reopen for in-bound tourism on July 15. Right now, the main San Juan airport is offering voluntary virus testing and enhanced health screenings of arriving passengers, and some visitors are asked to quarantine for two weeks."

el Nuevo Herald Miami Herald

Puerto Rico Will Receive International Tourists Starting July 15

"Given our careful approach to reopening, we are confident in our ability to handle the potential adversities that may result from reopening. However, since we did not suddenly lift the measures and have controlled passenger traffic significantly, we are in a better position to handle what could happen." – Brad Dean, CEO of Discover Puerto Rico

EL DIARIO

Puerto Rican Recipes Directly From the Island



"Puerto Rican food is full of flavor, however like in any other types of gastronomy, the classic dishes of Puerto Rico change a bit to reach a level of haute cuisine."

AFAR Media
our life on island time.

PS
POPSUGAR Latina
How to Pretend You're in t
A trip to the Caribbean is

matadornetwork
Options for vacations are expanding.

el Nuevo Herald
Puerto Rico recibirá turistas extranjeros a partir del 15

How Puerto Rico Adapted to the Times and Is Preparing to Reopen the Country ...
Puerto Rico's COVID-19 guidelines have been very strict. The island took dramatic steps to control the virus and protect its residents: as of July 2019, 21

Puerto Rico recibirá turistas extranjeros a partir del 15 de julio
La isla se prepara para recibir viajeros como parte de su reapertura económica luego de meses de confinamiento.