PUBLIC RELATIONS
EARNED & SOCIAL MEDIA SNAPSHOT
August 1 – 7, 2020

Earned media placement highlights
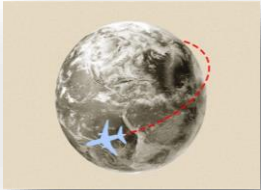## 372M+ IMPRESSIONS

Social reach highlights
45M+ IMPRESSIONS

TODAY

Looking to Travel Outside the US? These Places Are Open to Americans

"When planning future trips [to Puerto Rico], travelers must fill out a travel declaration form and get a nasal or throat swab COVID-19 test within 72 hours of landing."

TRAVEL+LEISURE

This Bubble House in Puerto Rico Has Mountain Views by Day and Amazing Stargazing by Night

"Located just outside of the city of Ponce, travelers will find the Bubble Puerto Rico property, which touts itself as an 'ecological, magical stay.'"

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31 Stunning Photos of Award-Winning Weddings From Around the World

INSIDER

"The couple's wedding took place at Hacienda Siesta Alegre, and the mountains acted as the backdrop of their outdoor ceremony."

Puerto Rico's Tourism Reopening Delayed Indefinitely Due to COVID-19

AFAR

"Discover Puerto Rico's current travel advisory says Puerto Rico is only encouraging essential travel right now and is postponing its official inbound tourism reopening."

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meetings alliance
YOUR LINK TO LATIN AMERICA

Discover Puerto Rico: The Caribbean's Top MICE Destination is Poised for a "New Normal" Comeback

"Brad Dean, Discover Puerto Rico's CEO, who along with his stellar team of professionals is now working hard to engage in what's being called the 'new normal' brought about by the pandemic."
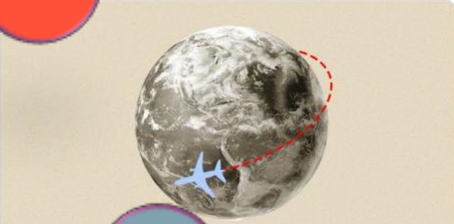

BESTLIFE

35 Vintage Photos That Show What a Beach Day Used to Look Like

"A challenging game of beach volleyball in San Juan, Puerto Rico, probably sent this group home sore."

DAYshow · Jul 31
outside the US? These places are open to Americans

Looking to trav
The once-pres
entry into some
today.com

New York Times World ✓ @nytimesworld · Aug 4
ibbean countries face an important dilemma: Try
borders from visitors until there's an effective va
s of restarting tourism now," said the former head
Tourism Office

The Caribbean Dilemma
Many islands are open to American travelers. Going could mean bringing coronavirus to places ill-prepared to deal with it. Not going could mean...
nytimes.com

Leisure ✓
sure

outside of the city of Ponce, travelers will
uble Puerto Rico property, which touts itself
cological, magical stay." And really, just by
looking at the photos, everyone can see that this description holds up.

This Bubble House in Puerto Rico Has Mountain Views B
Located just outside of the city of Ponce, travelers will fir
property, which touts itself as an "ecological, magical sta
travelandleisure.com

USA TODAY ✓
DAY

n question would-be globetrotters' are
Where can Americans travel internationally?'
The answer to that is: "not very many places."

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y Planet ✓
lyplanet

ore to Puerto Rico surf spots than just Rincón
8 Punta Borinquen was named the Caribbean's
first World Surfing Reserve 🏄

now?
U.S. vacationers. Only a few

Puerto Rico's 10 best beaches - Lonely Planet
With over 300 miles of coastline, the best beaches in Puerto Rico offer an eclectic variety of sand and surf. From crystalline pools to secluded coves....
lonelyplanet.com

DISCOVER Puerto Rico

For any questions, please contact: Ingrid.Rosa@ketchum.com

Ketchum