

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

January 1 – 31, 2020

Total Earned Impressions: **872M+ IMPRESSIONS**

Total Ad Value **\$12M+ USD**

Tonality: 95% Positive

Total Earned

Placements

Approx. 217*

**includes social*

Bloomberg

How To Explore The Best Of Puerto Rico And Make A Difference, Too

"Now there are an average of 200 arrivals on any given day at San Juan's airport, up from a low of 20, and the inventory of hotel rooms has increased 3.4% since 2017. The year 2019 also saw the highest lodging revenues year-to-date for Puerto Rico tourism, more than \$953 million—due, in part, to the gleaming renovations.

Also seen in:



The Washington Post

Puerto Rico Welcomes Visitors Despite Recent Earthquakes

"In 2019, it saw double-digit growth in visitations and a 10% spike in airport arrivals. Dean was anticipating another strong showing for 2020 and, despite the earth's rumblings, remains optimistic. 'We haven't given up on this becoming another record year,' said Brad Dean, CEO of Discover Puerto Rico

Puerto Rico's Vibrant Art Scene Gets Boost From International Muralists

"International artists Maya Hayuk and the TUP Collective answered that call, and are currently working on murals on the island as part of the 'Blank Canvas Initiative.'"



The 20 Best Places To Travel In 2020



"Beyond boisterous San Juan, get excited for the new Four Seasons Cayo Largo in the island's northeast, and Zafira St. Clair, a high-end timeshare for travelers aiming to be repeat weekenders."



10 Of The Best Caribbean Islands To Visit



"And for pulse-quickenning nightlife and a vibrant cocktail culture, this island territory is hard to beat."

Forbes

8 Warm Destinations For Winter Travel

"Don't just stick to San Juan during your visit. Though, it certainly has enough culture and history to keep you entertained for a very long stay."

Puerto Rico Is Welcoming Tourists As Island Recovers From Earthquake Damage

"But despite the setbacks, there's one thing the people of the island want travelers to know: they are very much open for business."



Condé Nast Traveler

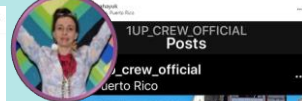
The Best Islands For Beaches: 2019 Readers' Choice Awards

"In Culebra, solace seekers relax on powder-soft beaches, surrounded by nothing by sky and sea."



The Most Romantic Destinations In North America

"And for the majority of travelers who crave this kind of scenery when planning romantic sojourns, few places can compete with Puerto Rico's bioluminescent bays and sugar-white sands."



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

