

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

March 14 – March 20, 2020

Earned media placement
highlights

107M+ IMPRESSIONS

Social reach
highlights

27M+ IMPRESSIONS

Discover Puerto Rico Shares Hard Won Lessons in Resilience

"We are laying down plans now," says Dean. "When the crisis is over, tourism and travel will, as it did with Hurricane Maria, lead the way to recovery for all of Puerto Rico."



Forbes



Spend a Weekend in Puerto Rico When This Is Over

"The people picked themselves up, rebuilt their island and are back to welcoming visitors from all over the world with open arms. The people of Puerto Rico are kind, welcoming and warm; their hospitality is legendary."

Skift

Tourism Marketers Enter Wait-and-See Mode to Avoid Tone Deaf Campaigns

"For those of us in the world of destination marketing, we've spent our careers honing the craft of encouraging people to connect and engage through travel and right now [is] a sea change for us," -Brad Dean, CEO of Discover Puerto Rico

AP

Puerto Rico Cracks Down on Violators of Coronavirus Curfew

"We understand that some visitors may be disappointed, but the safety of residents and visitors has to be of utmost priority" -Brad Dean, CEO of Discover Puerto Rico

Also seen in:



TRAVEL+LEISURE

Puerto Rico Calls for Strict Curfew Despite Low Cases of Coronavirus

"Our hope is that our counterparts throughout the Atlantic and Caribbean regions, as well as our fellow U.S. citizens, are implementing similar measures in the interest of health and safety." - Brad Dean, the CEO of Discover Puerto Rico



TRAVEL TRADE Daily

First Aloft Hotel Opening in Puerto Rico's Vibrant Capital



"By mixing art, technology, and music, Aloft San Juan introduces a new social scene with a fresh approach that differentiates itself from the traditional hotel offering."



Louise

Louise

...hard to find the silver lining right now, but just how amazing that first trip will be when this is all over. Check out my guide to #PuertoRico that just went live on @Forbes: forbes.com/sites/jglouise... @WyndhamHotel @amGrandRM



Coto

Cacoto

...s blared across Puerto Rico's busiest beaches on Monday as police cleared hundreds of tourists from the U.S. territory's coast in a crackdown on people violating a newly imposed curfew aimed at curbing the new coronavirus:



ASSOCIATED PRESS
apnews.com

Puerto Rico cracks down on violators of coronavirus curfew
SAN JUAN, Puerto Rico (AP) — Sirens blared across Puerto Rico's busiest beaches on Monday as police cleared hundreds of tourists from the U.S. territory's coast...