

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

March 1 – 31, 2020

Total Earned Impressions: 1.1 B+ IMPRESSIONS

Total Ad Value \$14M+ USD

Tonality: 100% Positive

Total Earned Placements

Approx. 307*

*includes social

The New York Times

5 Caribbean Islands Where You Can Go Beyond the Beach

"One of the Greater Antilles islands and a United States territory, Puerto Rico offers excellent coffee tours, delicious rum tours and some of the Caribbean's best salsa dancing."



Despierta Orlando Takes Over Puerto Rico

In a special coverage, Hazel Ortiz and Luis Artemio traveled to Puerto Rico to discover all the magic that awaits Isla del Encanto; from its people to those not-so-known corners of the Island.



Parade

50 of the Best Girlfriend Getaways Around the World that Are Serious #Goals

"With over 300 miles of beautiful beaches, adorable cobblestone streets in the colorful downtown, 4,000 restaurants island-wide,, a girlfriend getaway to Old San Juan offers something for everyone in your girl group."



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."



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

Go Salsa Dancing, Mix Cocktails, And Perfect Your Cooking Skills In Puerto Rico This Weekend – All Without Leaving Home

"You'll be able to learn how to salsa dance, craft cocktails, and cook some globally-inspired food — all for free."



Wish You Were Still Traveling? You Can Take A (Virtual) Vacation To Puerto Rico This Weekend

"Salsa music, dancing, mixology and cuisine — what else could possibly sound better?"

ESSENCE



5 Tourism Promotion Campaigns Hitting The Right Notes In A Crisis

"As Discover Puerto Rico CEO Brad Dean told Skift last week, the DMO shifted from a "visit now" approach to a "visit later" one a couple of weeks ago, with the goal of keeping the destination top of mind for future visitors."

Skift.

