

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

April 18 – April 24, 2020

Earned media placement highlights

123M+ IMPRESSIONS

ADWEEK

Puerto Rico Reassures Travelers that 'Soon Enough, It'll Be Time for Paradise'

"We know how to position ourselves for a comeback, and we know there's going to be a moment when the world is ready to travel again. When the time is right, we want you to choose Puerto Rico."

-Leah Chandler,
CMO of Discover Puerto Rico



Social reach highlights

12M+ IMPRESSIONS

The Washington Post

8 Famous Hotel Dishes and Drinks You Can Re-Create at Home



"The piña colada was invented in San Juan, Puerto Rico at the Caribe Hilton in 1954."

17 Trips T+L Editors Can't Wait to Take as Soon as We Can Travel Again

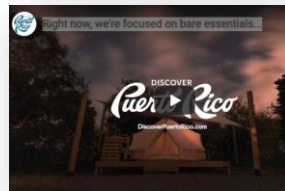
TRAVEL+LEISURE



"So once this is all said and done I'm booking the first flight out of NYC to finally make it — for the first time — to Puerto Rico."

PR NEWS

How Brands Are Employing Creative COVID-19 Messaging



"Discover Puerto Rico is encouraging people not to travel through a campaign called 'All in Good Time.'"

Condé Nast Traveler

These Hotels Let You Work Out with Olympians

"You can't surf with an Olympic champion yet, because the sport is debuting at the Games this summer—but you can get pretty close at Dorado Beach, a Ritz-Carlton Reserve."

50+ Places to Find Free, Travel-Themed Virtual Backgrounds for Video Calls

Frommer's

"Puerto Rico's Zoom images include El Morro, Old San Juan, Culebra, and various beaches."

