

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

May 9 – May 15, 2020

Earned media placement highlights

255M+ IMPRESSIONS

Social reach highlights

108M+ IMPRESSIONS

The Washington Post

For Tourist Destinations During A Travel Ban, Counterprogramming Makes Perfect Sense

"It's about inspiration, giving people room to dream. At the moment, with everyone in their homes, it feels like all we have is time." – Leah Chandler, CMO of Discover Puerto Rico



These Are The Trips People Are Dreaming About During The Pandemic, According To Internet Data

"According to Hopper... outside of the states, the top five searched slots belonged to San Juan, Puerto Rico; Cancun, Mexico; London; Paris; and San Jose, Costa Rica."

The New York Times

The First Signs Of Travel's Return?



"After requiring some of the strictest confinement measures in the United States, including a nightly curfew, Puerto Rico is beginning to look forward."

Skift

Reopening Destinations Face Precarious Task Of Pitching Tourists To Come This Summer

"We're certainly going to take advantage of what some of these trends that are emerging... it's a two pronged approach: it's inspiration and it's confidence." – Leah Chandler, CMO of Discover Puerto Rico

AFAR

When Will We Travel Abroad Again?

"Puerto Rico has remained open to tourists, with most hotels staying in business, but all flights are being diverted through San Juan Airport (SJU) where passengers can receive a brief verbal screening or temperature check by thermographic cameras."

Condé Nast Traveler

The World's Best Bartenders Share Easy Cocktail Recipes You Can Make At Home

"The cocktail I'm making the most is a variation of the piña colada. It's easy to make and refreshing, but also gives me the complexity I want." – Roberto Berdecia, La Factoria



prevue

Destination experiences for meetings + incentives

Meetings Moving Forward

"We are taking significant action in the areas of increased sanitization and encouraging our local partners to do the same, within meeting spaces, hotel properties, and beyond." – Brad Dean, CEO of Discover Puerto Rico



30 Tourism Boards Share What They're Doing Now & Future Plans

TRAVELPULSE



"We focused our efforts on ensuring the safety and security of those on the Island. In tandem, we adapted our strategy, making proactive decisions to ensure we set the stage for a major comeback." – Brad Dean, CEO of Discover Puerto Rico

