

# PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

May 1 – 31, 2020

Total Earned Impressions: **624M+ IMPRESSIONS**

Total Ad Value **\$15M+ USD**

Tonality: **100% Positive**

Total Earned Placements

**Approx. 176\***

\*includes social

## The New York Times

### The Future of Travel

"Puerto Rico's Luis Muñoz Marín International Airport provides a window into the future of airport screenings. Its new thermal-imaging cameras screen arriving passengers, triggering an alarm when a temperature of 100.3 or higher is registered."



### A Place in the U.S. With No Covid-19? Look to American Samoa.

"Early action by Puerto Rican authorities, including imposing curfews and shutting businesses, is thought to have staved off a much higher death toll."

## 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."

## AFAR

### How to Pretend You're in Puerto Rico at Home



"Just because we can't visit the island right now doesn't mean we can't enjoy the best, and tastiest, parts of a Puerto Rican vacation."

## Skift

### 5 Ways to Successfully Pivot Travel Marketing During Covid-19



"Discover Puerto Rico's 'virtual vacay' is one example of a standout campaign. The DMO pivoted from a 'visit now' to a 'visit later' mentality, helping would-be travelers experience the destination from home."

### Take Virtual Guided Tours Of Puerto Rico To Feel Like You Are On Vacation

## mitú

"Discover Puerto Rico wants you to join them for some 30-minute virtual tours of the Caribbean island. Puerto Rico is the first to offer live guided tours using Google Maps."



### 26 Most Beautiful Places in the Caribbean

"Old San Juan remains one of the best-preserved examples of Spanish Colonial architecture in the Caribbean, with brightly painted buildings and cobblestone streets that could launch a thousand Instagram shots."

## Condé Nast Traveler

