

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

September 1 – 30, 2020

Total Earned Impressions: **1.29B+ IMPRESSIONS**

Total Ad Value **\$24.7M+ USD**

Tonality: 94% Positive 6% Neutral

Total Earned

Placements

Approx. 150*

**includes social*

**Here's Where You Can Visit
the Real Places that Inspired
Disney Attractions**

**Reader's
Digest**



"Castillo San Felipe was designed to guard the entrance to the San Juan Bay and defend the Spanish colonial port city of San Juan from seaborne enemies."

Date: 9/01

**TRAVEL+
LEISURE**

**It's Five O'Clock Somewhere:
The Fascinating History of
Iconic Hotel Cocktails**



"While Barrachina Restaurant in Old San Juan also lays claim to the Island's best-known cocktail, most concur it was dreamed up at the Hilton. There's no debating, however, that the postwar creation was — and still is — the perfect expression of jet-age escapism."

Date: 9/05

Outside

**27 Epic Trips to Start
Planning Now**



"While most travelers usually head to the western town of Rincón, known for its beaches and excellent surf, the north coast is also packed with adventure."

Date: 9/08

AFAR

**18 Magical Tree Houses to
Stay in on Your Next Trip**



"Built on five acres of pineapple gardens and verdant natural landscaping, the spa at Dorado Beach features two tree house pavilions that let guests hear the rustling leaves and enjoy the scent of bay rum leaves and lemongrass."

Date: 9/11

TRAVEL WEEKLY

**Puerto Rico Is Reopening Its Beaches,
Casinos and Gyms**

"Puerto Rico's governor on Thursday announced she would reopen beaches, casinos, gyms and movie theaters across the U.S. territory as officials report a recent drop in Covid-19 cases and deaths that some experts worry could once again spike."

Date: 9/11

Parade

**50+ Most Influential Latin-
American Women in History
for Hispanic Heritage Month**



*Puerto Rican women Doña Fela and Lola Rodríguez de Tió are included

Date: 9/15

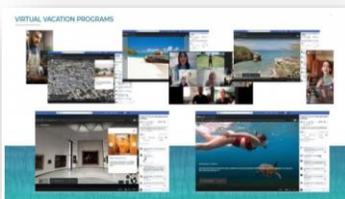
**All the Caribbean
Countries that are
Currently Open for Tourism**

TimeOut

"A negative test, taken 72 hours prior to arriving, and a travel declaration form are required for entry after which visitors will receive an Airport Exit Confirmation number and QR code."

Date: 9/16

**The Drum PR Awards 2020
WINNERS**



Date: 9/25

**The Drum.
PR Awards**

*Discover Puerto Rico's Virtual Vacations named a winner in the Travel & Tourism category

