

# PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

October 1 – 31, 2020

Total Earned Impressions: **1.85B+ IMPRESSIONS**

Total Ad Value **\$35.4M+ USD**

Tonality: **95% Positive 5% Neutral**

Total Earned

Placements

**Approx. 125**

\*includes social



## Past Challenges Guide Puerto Rico's COVID-19 Recovery



"We've all read about the Great Depression, we lived through the 'Great Recession' and we're all going to be a part of the 'Great Recovery.'  
– Discover Puerto Rico CEO Brad Dean."

## Caribbean Plays Key Role in Travel Resurgence



"Puerto Rico's high-end resorts, offer spacious areas and exclusive amenities allowing for more privacy and social distancing." – Brad Dean, CEO of Discover Puerto Rico

Date: 10/23

Date: 10/1



## Nighttime Kayaking on Puerto Rico's Mosquito Bay (PRINT)



"It sounds like the stuff of science fiction, but on the tropical island of Vieques, Puerto Rico, it's just another night on Puerto Mosquito (Mosquito Bay)."

Date: 10/16

Date: 10/23

## Robb Report Freedom at Sea (PRINT)

"With its colorful, vibrant culture, Puerto Rico offers a unique blend of history, nature, art and entertainment. Old San Juan's narrow streets are lined with pastel colonial houses, bars, restaurants and music venues that are always festive."



## Expert Walking Tour of Old San Juan | Explore Historic Puerto Rico



Date: 10/21

Date: 10/11

## Forbes

### Will Meetings and Events Ever Be the Same? 41 Clever Things Hotels Are Doing to Make them Safe

"The exhibit hall during a recent convention at Puerto Rico's Condado Vanderbilt Hotel used high-top tables to promote social distancing at already spaced-apart exhibit booths where meetings were by appointment only."



## Tropical Destinations Perfect for Elopement or Micro Wedding

"No passports required for natural wonders like rainforests, salt flats and the three out of five of the world's only bioluminescent bay."

Date: 10/27

Date: 10/22



## All Meetingprofs Want Is a Production Studio

"The Puerto Rico Convention Center Broadcast Studio can be set up in any of the 15 meeting rooms or 29 break-out rooms and includes livestreaming, video broadcast and interactive video editing."



For any questions, please contact: Ingrid.Rosa@ketchum.com

