

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

December 4 – December 11, 2020

Earned media placement highlights

857M+ IMPRESSIONS



## Restrictions in Puerto Rico and their Impact on Tourism (Broadcast)



Date: 12/11

Social reach Highlights

2M+ IMPRESSIONS

## Requirements for Traveling to Puerto Rico During the Holiday Season (Broadcast)



Date: 12/11

## Planning to Visit Puerto Rico? Here's What You Need to Know

## SMARTERTRAVEL



"...we will continue to focus on responsible travel and the limitless options readily available when travelers feel comfortable traveling again and restrictions are loosened"  
– Brad Dean, CEO of Discover Puerto Rico."

Date: 12/7

## Forbes

## 10 Boozy and Zero-Proof Holiday Cocktails to Brighten Up Your Festivities

"This traditional treat, a Puerto Rican version of eggnog, is a staple for the season and best indulged on National Coquito Day on December 21."



Date: 12/11

## EL DIARIO

## The Push for E-Commerce Gives Wings to Brands of Puerto Rico

"We began to focus on reflecting the culture that is not only music and literature, but also tourism, which is very big here." – Alan Taveras, Co-Founder, Brands of Puerto Rico



Date: 12/6

## Puerto Rican Recipes to Make for Christmas

## EL PLANETA



"Puerto Rico has special Christmas delicacies. In case you decide to get creative, here are three traditional recipes courtesy of Discover Puerto Rico for you to enjoy during the season."

Date: 12/10



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

