

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

February 19 – February 25, 2021

Earned media placement highlights
536M+ IMPRESSIONS

Social reach Highlights
67M+ IMPRESSIONS

LIVE! With Kelly and Ryan "Virtual Roadtrip" Featuring Puerto Rico

The one-hour episode took place virtually in Puerto Rico and featured fun facts about the Island, choreographer Danny Lugo and Puerto Rican TV host Jaime Mayol.



Date: 2/24



Spotlight On: Brad Dean, Discover Puerto Rico

"For us at Discover Puerto Rico, meetings are events where people come together to make extraordinary things happen." – Brad Dean, CEO of Discover Puerto Rico



Date: 2/23

Puerto Rico's African Influence and Culture, and How to Experience It



"Some of Puerto Rico's mouthwatering delicacies date back to our African roots and are favored among the locals as well as tourists visiting the Island." - Local Chef Ecuajei

Date: 2/23



Puerto Rico Open 2021

"The PGA Tour's Super Season rolls on this week with two events, one a WGC in Florida and the other an opposite-field event in Puerto Rico. Both feature star-studded fields, and, naturally, both offer plenty of betting value."



Date: 2/23



Five Luxurious Latin American Resorts and Hotels to Visit In 2021

"A true delight for any visiting history buffs, this stunning property is located in the heart of the cobblestone-clad Old San Juan district."



(Palacio Provincial)

Date: 2/25

More Travel Hotspots are Opening to People Who Work from Home



"U.S. citizens don't need a passport to visit and can even bring along their pets, according to Discover Puerto Rico."

Date: 2/26



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

