

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

February 1 – 28, 2021

Total Earned Impressions: **1.4B+ IMPRESSIONS**

Total Ad Value: **\$24.2+ USD**

Tonality: **100% Positive**

Total Earned Placements

Approx. 207*

**includes social*

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



"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

Spotlight On: Brad Dean, Discover Puerto Rico



Date: 2/23



Spotlight: On Puerto Rico

"Puerto Rico's location in the Caribbean means near-perfect weather year-long, which allows for more options as it relates to open air venues and experiences." – Ed Carey, Chief Sales Officer at Discover Puerto Rico



Feb. Issue



How Visitors Can Explore Puerto Rico's African Influences

"The Island's African legacy manifests itself in all aspects of the daily life of the Puerto Rican today."

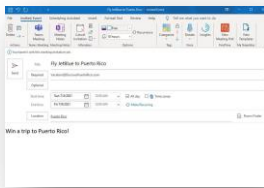


Date: 2/9

Orlando Sentinel

Block your Vacation to Puerto Rico and You Could Win a Trip

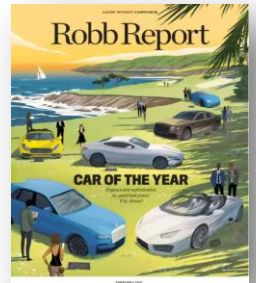
"You read it right, you can win a trip to Puerto Rico just by blocking off your time on your calendar and participating on the raffle."



Date: 2/1

Freedom at Sea (PRINT)

"Puerto Rico's 500-year-old history is evident in everything from the Island's food and drink to its architecture and monuments."



Feb. Issue



San Juan Airport Now Offering PCR Testing for All Passengers

"Luis Muñoz Marín International Airport is now offering PCR molecular COVID-19 tests for all passengers within the airport."



Date: 2/18



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."



Date: 2/23



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

