

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

April 2 – April 9, 2021

Earned media placement highlights
221M+ IMPRESSIONS

Social reach Highlights
49M+ IMPRESSIONS

THE POINTS GUY

"Next week, join TPG's founder and CEO Brian Kelly as he welcomes Brad Dean, the CEO of Discover Puerto Rico."

Register for Next Return of Travel Webinar with the CEO of Discover Puerto Rico



Date: 4/7

The Washington Post

For the First Vaccinated Vacationers, Venturing Into the World was a Relief

"Hotel occupancy at the end of March was 16% higher than pre-pandemic, and demand for rentals is starting to outpace 2019, which was a record-setting year for Puerto Rico." – Brad Dean, CEO of Discover Puerto Rico

Date: 4/9



Open for Business [Print]

"Discover Puerto Rico, staged a virtual FAM from one of 15 meeting rooms that offer livestreaming, broadcasting and interactive video editing."

April Issue

TRAVEL WEEKLY

Puerto Rico, Crisis Management and Covid Lessons Learned

"There is nothing more critical than learning from the challenges that Covid-19 has presented our industry." – Brad Dean, CEO of Discover Puerto Rico.

Date: 4/6

TRAVEL PULSE

"Delicious food, a wealth of history, incredible beaches... make this Island a perfect paradise for every generation."

15 Ideal Destinations for Multigenerational Family Travel



Date: 4/5

Puerto Rico Just Reopened Two Airports



Caribbean Journal

"After nearly a year of using San Juan's Luis Muñoz Marín Airport as its only port of entry, Puerto Rico has reopened two more major airports on the Island."

Date: 4/7

