

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

April 16 – April 23, 2021

Earned media placement
highlights
485M+ IMPRESSIONS

Social reach
Highlights
60M+ IMPRESSIONS

TRAVEL+ LEISURE



Puerto Rico Is Giving Away 2-Week Trips So You Can Work from the Island and Enjoy Its Beaches, Mountains, and Rain Forest

"We hope travelers will learn how simple and convenient it is to work remotely from Puerto Rico as they won't need visas, passports, or proof of insurance to work on the Island for an extended time." – Leah Chandler, CMO of Discover Puerto Rico

Also Seen In...

Islands

Orlando Sentinel

TRAVEL PULSE

CARIBBEAN

CORPORATE EVENT NEWS
Brought to you by TSNN

EXHIBITOR

Date: 4/22

thrillist

You Can Actually Go Swimming in This Rare Glowing Bay

"La Parguera, in the southwestern town of Lajas, has yet to be tapped... its quiet natural wonders and abundant wildlife are largely undisturbed."



Date: 4/19

THE POINTS GUY

8 Earth-friendly Hotels to Book for a More Sustainable Vacation

"This Sheraton, which is bookable with Marriott Bonvoy points, is the first hotel in Puerto Rico to achieve LEED certification."



Date: 4/19

These Meeting Rooms Are Open for Business

Smart meetings



"To show off a new in-house broadcast studio for hybrid meetings at PRCC in San Juan, Discover Puerto Rico staged a virtual FAM from a meeting room that offers livestreaming, broadcasting and video editing."

Date: 4/20

Puerto Rico to Fine Travelers Without Proof of COVID-19 Test

TRAVEL PULSE



"Travelers arriving in Puerto Rico without proof of a negative PCR molecular COVID-19 test will be charged \$300 beginning April 28 under an executive order issued this week."

Date: 4/21