

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

May 14 – May 21, 2021

Earned media placement highlights  
**209M+ IMPRESSIONS**

Social reach Highlights  
**34M+ IMPRESSIONS**

## TRAVEL+ LEISURE

**Why Puerto Rico Is the Perfect Place to Dip Your Toes Back Into Travel, According to Someone Who Just Went**

"Traveling through Puerto Rico reignited in me a feeling that I hadn't experienced in over a year. The thrill of being in a new place with a new culture to learn about and experience."



Date: 5/21

**Vaccinated Travelers No Longer Need to Have a Test for Entry into Puerto Rico**



"As restrictions loosen, we look forward to welcoming travelers seeking to responsibly explore our Island." – Brad Dean, CEO of Discover Puerto Rico



Date: 5/21

**10 U.S. Wilderness Areas You Should Know**

## Treehugger



"Named for the highest peak in the Luquillo Mountains, El Toro Peak, this swath of protected forest consists of lush tropical vegetation and clear mountain streams."

Date: 5/17

**The Long, Complicated Story of the Invention of the Piña Colada**

## Fodor's Travel



"The first claim belongs to the pirate Roberto Cofresí, rumored to have shared some of his bounties with the needy, making him a Puerto Rican Robin Hood."

Date: 5/19

## TRAVEL+ LEISURE

**These Hotel Activities for Kids are Even Cooler than Summer Camp**

"At Dorado Beach, a Ritz-Carlton Reserve, teens can direct and star in their own conservation-oriented PSA shot in the surrounding jungle."

Date: 5/19

## Caribbean Journal

"In what is a significant boost for the Island of Puerto Rico, the iconic El Conquistador resort is back."

**Puerto Rico's El Conquistador Resort Is Back**



Date: 5/19

