

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

May 21 – May 28, 2021

Earned media placement highlights
1.2B+ IMPRESSIONS

Social reach Highlights
91.6M+ IMPRESSIONS

Forbes

Puerto Rico Updates its Covid-19 Travel Guidelines for Vaccinated Visitors

"Puerto Rico has prioritized health and safety from the onset of the pandemic, becoming the first U.S. destination to implement measures developed to safeguard residents and visitors." – Brad Dean, CEO of Discover Puerto Rico

Also Seen In...



Date: 5/24



Under-the-Radar Spots to Visit in the Caribbean, According to Locals

TRAVEL+ LEISURE

"My favorite beach in Puerto Rico is Combate in Cabo Rojo. It's close to Playa Sucia, another serene, beautiful beach, hidden gem, and must-see." – Cristina Sumaza, Owner of Lot e 23

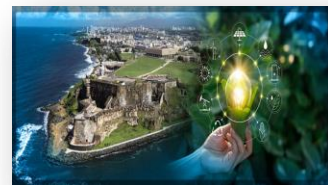


Date: 5/27



Puerto Rico's Sustainable Initiatives Promote Green Meetings

"With over 20,000 solar panels and programmable LED lighting, the Puerto Rico Convention Center is 20% more energy efficient compared to 2017."



Date: 5/24



Win & Travel – National Road Trip Day is the Official Start of Road Trip Season

"Puerto Rico is the perfect destination to fly and drive this fall, and what's more, it has the offerings of the Caribbean while being a US territory."



Date: 5/24

Puerto Rico Golf: Tee Off in Tropical Paradise



"With Puerto Rico being a U.S. Territory, golfers don't even need a passport to be able to experience the Island's picture-perfect courses."

Date: 5/25

The collage consists of several social media posts. On the left, there's a post from philippe_lebond about a dream of visiting Puerto Rico. In the center, there's a post from kellytowart about falling in love with Puerto Rico. On the right, there's a post from almasasca about coffee. Below these, there are more posts from sammcclendon about hiking in El Yunque National Forest, and fashiontravelrepeat about staying in Old San Juan. The posts include photos of beaches, historic buildings, and natural scenery.



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