

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

May 28 – June 4, 2021

Earned media placement highlights
882M+ IMPRESSIONS

Social reach Highlights
11.2M+ IMPRESSIONS

The New York Times

Help! I Need Ideas for U.S. Travel, With High Vaccination Rates, Please

"Puerto Rico [...] has eased some of its entry guidelines: Fully vaccinated travelers arriving on domestic flights can skip the required COVID test and are exempt from the outdoor mask mandate."

Date: 6/3

Cheapism

14 Countries Where You Can Travel if You've Been Vaccinated

"Puerto Rico recently dropped testing requirements for fully vaccinated U.S. travelers. Puerto Rico is a U.S. territory; you won't need to show proof of a COVID-19 negative test to board a flight back to the states."



Date: 6/4

Forbes

Celebrate National Doughnut Day At 6 Hotels That Honor The All-Mighty Sweet Treat

"At SOCIAL at Condado Ocean Club in San Juan, Puerto Rico, the mix of sweet and savory is pretty bold with this crispy chicken doughnut sandwich."



Date: 6/2

INSIDER

9 US Destinations Where You Can Celebrate Pride This Year

"You'll find fun all-welcome outdoor party scenes like La Placita de Santurce, an attractive option whether for Pride or another time of the year"



Date: 6/3

Stay Another Day in Puerto Rico



MEETINGS AND CONVENTIONS

"Puerto Rico is a picturesque island destination, with a vibrant culture, delicious foods and plenty of outdoor activities."

Date: 6/3

Ways To Plan A Successful Workcation



"An ideal workcation destination: no passport or visa requirements; roundtrip; extensive wireless network; U.S. cell phone service and currency; English as a widely-spoken language."

Date: 5/28

The collage features several social media posts:

- fashiontravelrepeat** (Instagram): "Sometimes the most beautiful places are actually hidden behind or next to the famous tourist spots: This charming looking spot isn't actually a courtyard... It's an alley next to the famous @hotelescoment in Old San Juan. If I hadn't been peeking around corners and walking the side streets, I never would have seen it!"
- karthikagupta** (Instagram): "I cannot wait to get back to traveling again once the whole family is all vaccinated and in honor of celebrating #travelweekday, I wanted to share some of my favorite adventures for the month of June... Where would you go if you could travel for a whole year?"
- sammcclelland** (Instagram): "I had the most EPIC time on this small island full of wild horses, pristine beaches and the best boutique hotel and Ayurvedic center @finca_victoria!"
- travelwithitalia** (Instagram): "This was such a cool Airbnb that we stayed at in Puerto Rico! Loved waking up to this stunning view! Make sure to put it on your bucketlist. Utuado is such a beautiful part of Puerto Rico with extremely lush landscapes!"
- sruthiyadevan** (Instagram): "Some of my favorite photos we took in Puerto Rico. Something about this place felt like my own home. Kerala, so the whole time I was there I just kept telling my boyfriend how the mangoes there tasted like my childhood or how the trees and flowers reminded me of my family and friends back home. Overall, visiting Puerto Rico was such a beautiful, nostalgic experience. The nature there is stunning & the people were so kind. I know a lot of you messaged me saying you're planning on visiting there after you saw my posts & that makes me incredibly happy! Remember to respect the local culture, people and nature while you're there!"
- iampranna** (Instagram): "Mentally, I'm on an island somewhere... But still ready for it with this matching @progressiveset! Where's the first place you'd like to visit when traveling opens back up?"



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