

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

June 11 – June 17, 2021

Earned media placement
highlights
132M+ IMPRESSIONS

Social reach
Highlights
18M+ IMPRESSIONS

Renting a Campervan Is the Best Way to See Puerto Rico



"Beyond its warm weather, Puerto Rico has beaches, mountains, jungles — all within an hour's drive of each other... plenty of terrain you wouldn't find without using a van"

Date: 6/14

FORTUNE

"Puerto Rico also has a rich history, abundant natural beauty, and a vibrant cocktail scene. (Fun fact: That piña colada was actually invented here.)"

8 Items to Pack When Traveling to Puerto Rico, According to Residents



Date: 6/13



Unforgettable Places to Visit in Puerto Rico (Besides San Juan)

"San Juan is a wonder unto itself, but to truly experience Puerto Rico's vibrant culture, get out of the metropolitan capital and take in all the Island has to offer."



Date: 6/16

Siblings Reunited After 75 Years Apart



*Discover Puerto Rico partnered with the Kelly Clarkson Show to give away a trip to the Island, resulting in on-air mentions of Discover Puerto Rico and the Wyndham Grand Rio Mar.

Date: 6/14

The Real Story of Rum in the Caribbean & How it Ended Up in Puerto Rico



"Bacardi's presence in Puerto Rico had led to the Island currently producing about 70 percent of the rum sold in the United States."

Date: 6/11



10 Surprisingly Affordable Summer Vacations Across the US

"In Ponce, you'll find Museo de Arte de Ponce and Serrallés Castle. For a unique adventure, book a private catamaran tour to Caja de Muertos island."



Date: 6/15



For any questions, please contact:
Alejandra.BenitezGutierrez@Ketchum.com

