

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

August 6 – August 13, 2021

Earned media placement highlights  
**467M+ IMPRESSIONS**

Social reach Highlights  
**9.2M+ IMPRESSIONS**

## Puerto Rico Introduces New Vaccine & Testing Requirements for Travelers



"Beginning this month, hotel and short-term rental employees and guests alike will be required to show proof of vaccination or a negative PCR test."

Date: 8/9



## Puerto Rico Launches New Travel Campaign



"Through 'Population: YOU,' we encourage the exploration of the Island's natural resources safely and responsibly." – Brad Dean, CEO of Discover Puerto Rico

Date: 8/10



## The 25 Best Fall Trips in the World

"Hotels are opening, and outdoor activities that made the Island a beacon for adventurers are still here: waves for surfers, singletrack rides that unspool from jungle to beach."



Date: 8/9

## How Destinations Are Adapting to a Post-Covid World



"We've begun marketing the destination again and letting travelers know that 'It's Time to Plan' their meetings, events, and trips to the Island." – Deborah Cohen, Director of MICE Marketing of Discover Puerto Rico

Date: 8/9

## Puerto Rico's New Travel Series Highlights Secluded Locations



"Discover Puerto Rico worked in association with the DRNA, local vendors and local influencers to create the new series."

Date: 8/9

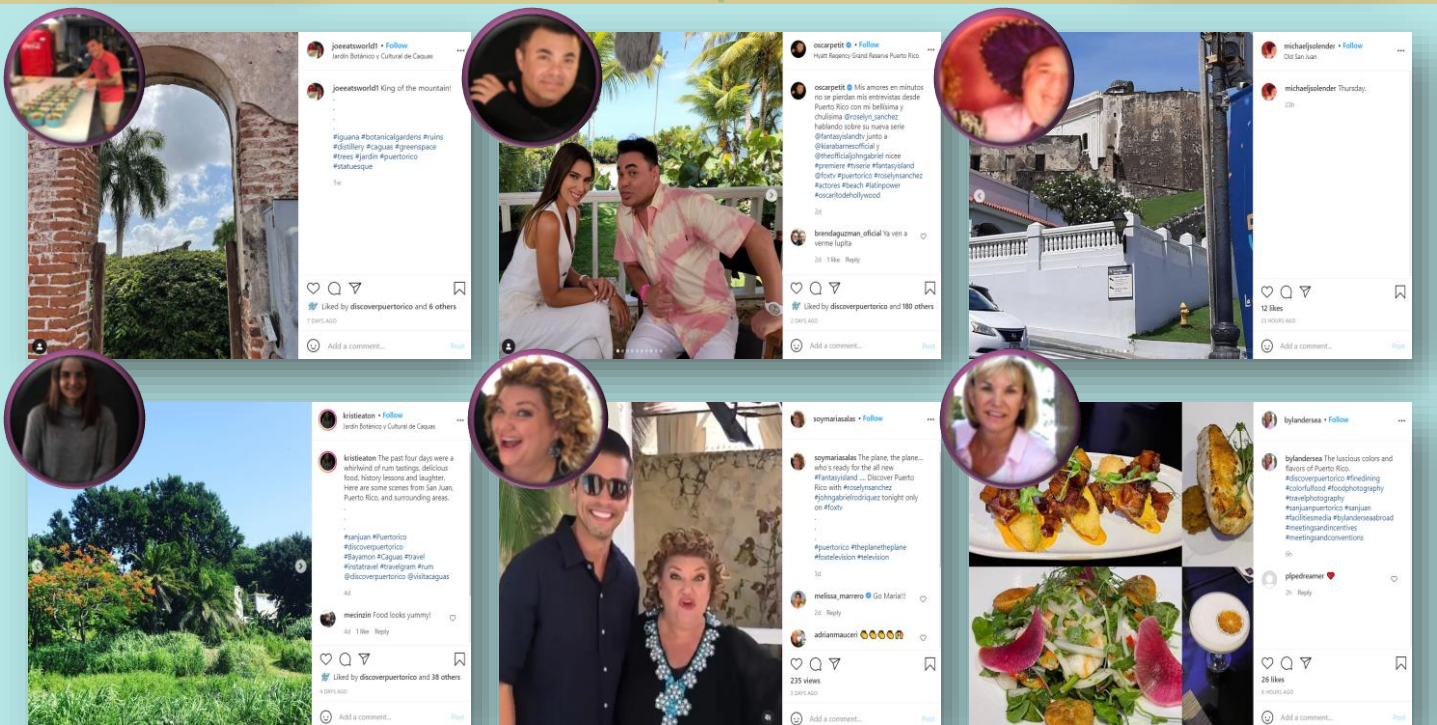


## Puerto Rico Now Requiring Vaccines for Hotel Guests, Airbnb Stays

"Vaccinations will be required of government contractors, hotel guests and employees, and all health facility workers."



Date: 8/6



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

