

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

August 13 – August 20, 2021

Earned media placement
highlights
409M+ IMPRESSIONS

Social reach
Highlights
31.7M+ IMPRESSIONS

Puerto Rico Opens New Entertainment Complex with Some Help from Luis Fonsi



"Distrito T-Mobile will propel Puerto Rico's positioning as a top destination for entertainment and events that cater to a global audience." – Brad Dean, CEO of Discover Puerto Rico

Date: 8/18



A Marketing Blueprint for Responsible Travel Emerges for Tackling the Outdoor Tourism Boom

"Discover Puerto Rico is targeting travelers who follow local guidelines, protect the environment, respect local communities, and treat them in a conscientious manner." – Leah Chandler, CMO of Discover Puerto Rico



Date: 8/17



From Ohio to the Caribbean, These Hotel Rum Bars Are Worth a Shot

"Puerto Rico is to thank for producing 70% of the rum in the United States. Caribe Hilton is to thank for being the birthplace of the pina colada, said to have been invented here in 1954."

Date: 8/16



People & Places News

"Brad Dean, CEO of Discover Puerto Rico, has been named State Travel Director of the Year by U.S. Travel Association. Dean has guided the tourism industry through a remarkable recovery and growth following setbacks from hurricanes to the pandemic."

Date: 8/17

These 10 Hotels Have Some of the Best Pools in the Caribbean



USA TODAY

Extreme Hotel Makeovers, COVID Edition

"Bigger than ginormous at 25,037 square feet, the freshwater pool at the Hyatt Regency Grand Reserve is manna from heaven for pool aficionados."



"Under the watchful eye of the Institute of Puerto Rican Culture, Palacio Provincial opened in Old San Juan following a multi-million modernization project."

Date: 8/17

Date: 8/15

