

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

August 20 – August 27, 2021

Earned media placement
highlights
326M+ IMPRESSIONS

Social reach
Highlights
11M+ IMPRESSIONS

Forbes

Luis Fonsi Opens the Caribbean's Newest Entertainment District in Puerto Rico



"Distrito T-Mobile's 500,000 square feet of entertainment and hospitality aim to make Puerto Rico a premiere event destination in the Caribbean and beyond. Here's just a taste of what you'll find to eat, drink and do there."

Also seen in:



Date: 8/25

Podcast Episode Featuring
Brad Dean, CEO of
Discover Puerto Rico



"One reason Puerto Rico has fared so well is because the Island's health officials and governor have been very diligent about how to manage this." – Brad Dean, CEO of Discover Puerto Rico

Date: 8/24

HOLA! USA

Why You Should Discover
Puerto Rico and Its
Amazing History of Bomba,
Salsa and Reggaeton

"Puerto Rico is a beautiful Island full of history, color, and of above all, music. If you're ready to travel - this is your sign to visit PR..."



Date: 8/24

UPROXX

The Best Irish Whiskeys Under \$50, According to Bartenders

"For me, the best Irish whiskey under \$50 everyone should try is Jameson. It has a light floral fragrance, smooth sweetness of marmalade, hops, green apple, and vanilla flavors. It's definitely worth the experience for your money." – Francisco Fonseca, bartender in Puerto Rico

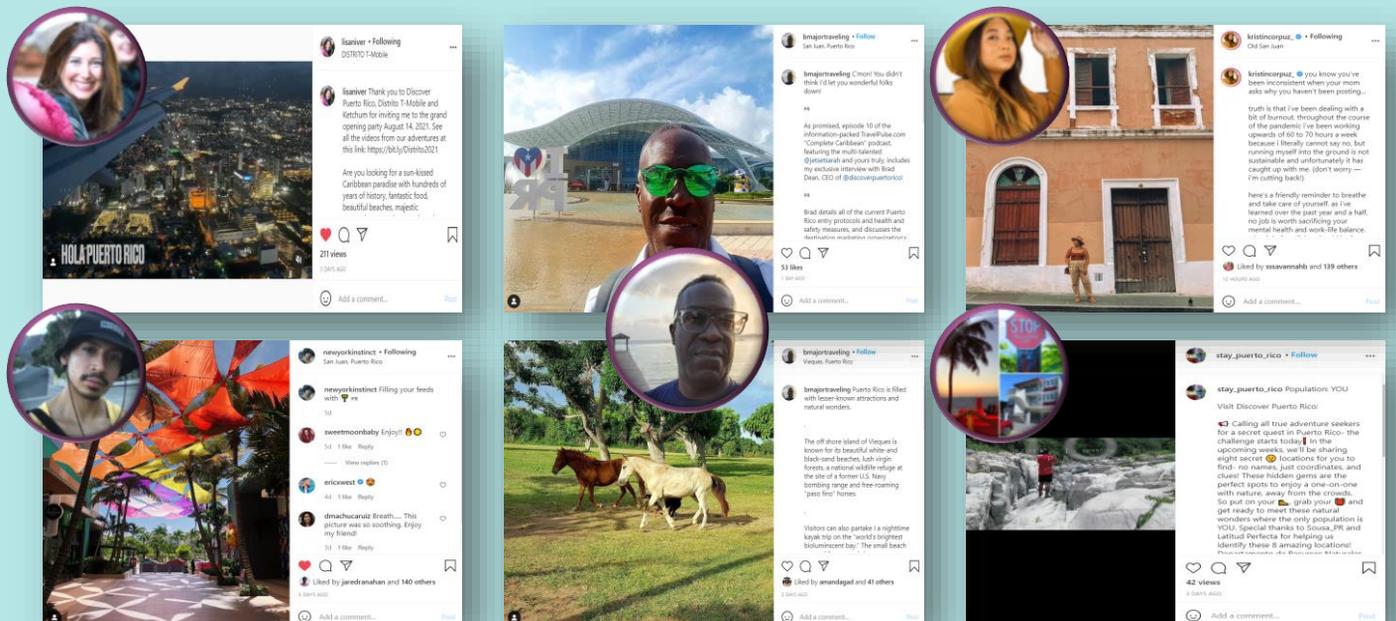
Date: 8/23

TRAVEL WEEKLY

Discover Puerto Rico's Brad Dean Is
Tourism Director of the Year

"Puerto Rico's tourism industry has seen consistent growth under Dean's leadership, cementing Puerto Rico as a global destination, which has been integral in allowing us to stay resilient in the face of adversity." – Pedro Pierluisi, Governor of Puerto Rico

Date: 8/22



For any questions, please contact:
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