

# PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

August 27 – September 3, 2021

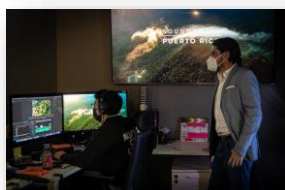
Earned media placement highlights  
**449M+ IMPRESSIONS**

Social reach Highlights  
**197M+ IMPRESSIONS**

## Skift

### Discover Puerto Rico Becomes Marketer-for-Hire to Others

"Our goal is to diversify revenue, while elevating the destination's image as a whole to key off-island audiences, including consumers, meeting planners, travel advisors, etc." – Jean Paul Polo, Director of Creative Strategy of Discover Puerto Rico



Date: 9/2

### More Than Just Beaches: 10 of the Best Outdoor Adventures in Puerto Rico

## 10 USA TODAY 10Best



"The Island is a haven for outdoor enthusiasts. Full of wonderful things to do in picturesque natural settings, the place is perfect for social distancing, remaining active and exploring places unknown."

Date: 9/3



### Families Seeking to Reconnect [Print]

"Many vaccinated grandparents are looking to make lifelong memories on vacations with their grandchildren." – Leah Chandler, CMO of Discover Puerto Rico

Sept. Issue

## wideopenspaces

"You can pack a lot into a weekend trip to Puerto Rico, and you will make some memories that will last a lifetime."

### Diving In: An Outdoorsman's Trip to Beautiful Puerto Rico



Date: 8/30

## InsideHook

### The Best Thing About Rum? You Can Mix It With Other Rums.

"Each style of rum adds to the flavor of the cocktail, lending distinct levels of complexity. Depending on the color of the rum and its various potential infusions, the drink's flavor can be affected drastically."

– Roberto Berdecia, Owner of La Factoría

Date: 8/27

### Puerto Rico's Splashy New Entertainment Complex Is Corporate but Cool



## Frommer's

"...the complex encompasses a dozen dining spots, a 5,000-seat hall for performances, a movie theater with wraparound sound, the Caribbean's first Aloft Hotel, a ropes course, zip line, and arcade."

Date: 9/2

## JEWISH JOURNAL

Connect. Inform. Inspire.

"Puerto Rico has one of the highest vaccination rates in the Americas, uses the U.S. dollar and is a direct domestic flight from many parts of the USA."

### Viva Puerto Rico: Niver's News: Aug 2021



Date: 8/30

## meetings alliance

YOUR LINK TO LATIN AMERICA

"The destination sees the highest-ever passenger arrivals and lodging revenue, breaking previous records and demonstrating the Island's standout resiliency and strong strategic planning by the DMO."

### Puerto Rico's Impressive Tourism Numbers Recognized by the U.S. Travel Association



Date: 8/30

