

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

August 1 – August 31, 2021

Earned media placement highlights
1.8B+ IMPRESSIONS

Social reach Highlights
230M+ 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

TRAVEL+ LEISURE

You Can Win a Free Trip to Puerto Rico and Experience Your Own Version of 'Fantasy Island'

"Just like Fantasy Island, Puerto Rico has beautiful tropical scenery, among other things, which makes it feel almost magical."
-Leah Chandler, CMO of Discover Puerto Rico



Date: 8/6

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



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



Iconic Golf Brand Retains Discover Puerto Rico to Provide Multimedia Services

"The leading golf brand has retained Discover Puerto Rico studios to conduct a two-day photo shoot to capture images and video to promote the brand's high-profile events."



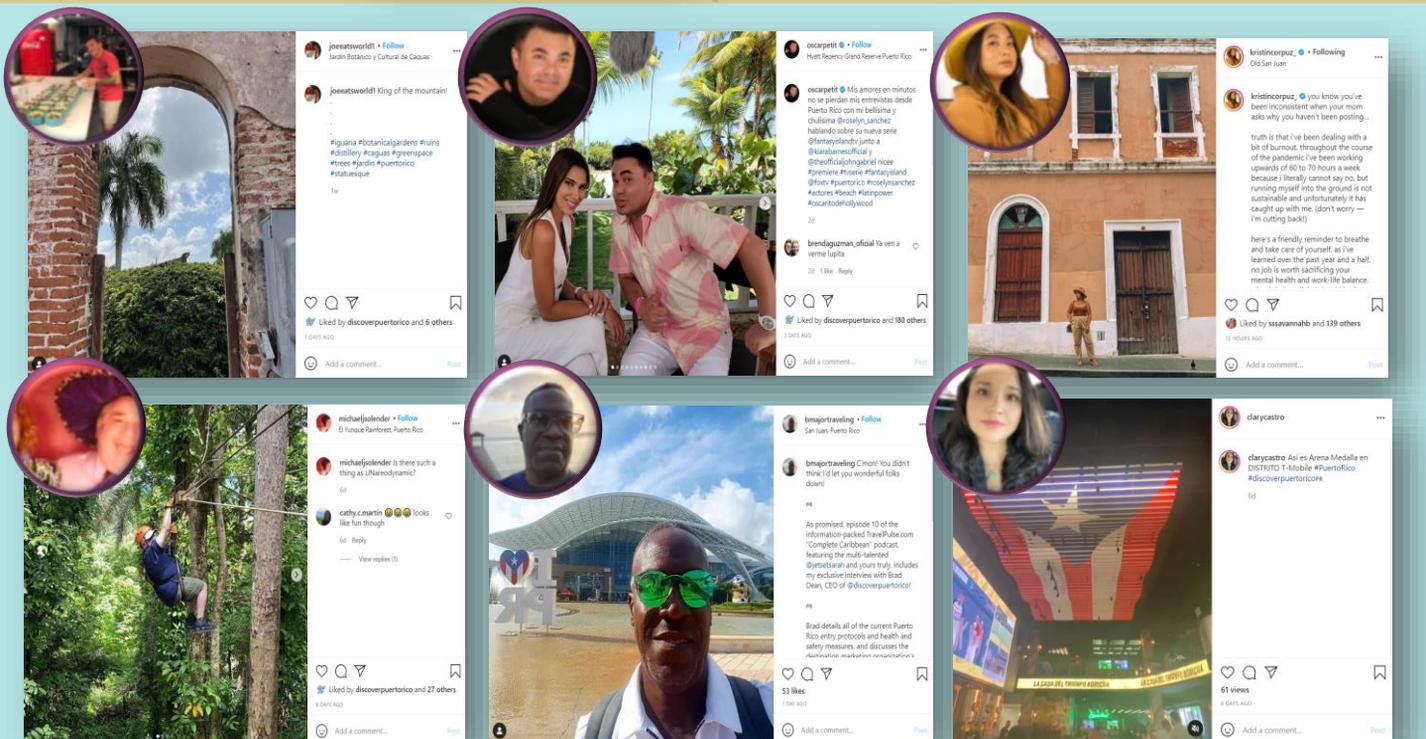
Date: 8/23



From Ohio to the Caribbean, These Hotel Rum Bars Are Worth a Shot (Or a Mai Tai or Mojito)

"Puerto Rico is to thank for producing 70% of the rum in the United States. You can try the national drink (the piña colada) at Caribar, Caribe Hilton"

Date: 8/16



For any questions, please contact:
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