

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

September 10 – September 17, 2021

Earned media placement  
highlights  
**151M+ IMPRESSIONS**

Social reach  
Highlights  
**817K+ IMPRESSIONS**



**Discover Puerto Rico  
Featured on The Ellen Show  
[Broadcast]**



Date: 9/16



**Puerto Rico Reaffirms  
LGBTQ Friendliness With  
New Campaign**

"We are fostering travel that is welcoming for guests and employees. By strengthening our position as an ally, we make Puerto Rico welcoming for all travelers."  
– Leah Chandler, CMO of Discover Puerto Rico



Date: 9/15

**Find Puerto Rico's Most  
Picturesque, Secluded  
Spaces Through "Population:  
YOU"**

**JustLuxe**



"With year-round sunshine and beautiful beaches and crystal-clear waters, Puerto Rico is an archipelago with inhabitants living on only three of its 143 islands, cays, islets and atolls."

Date: 9/14

**Puerto Rico Entices  
Travelers to Explore  
Nature**

**TRAVEL WEEKLY**



"After the events of the past year, travelers are searching for peace of mind as they pursue fly-and-drive destinations."  
– Leah Chandler, CMO of Discover Puerto Rico

Date: 9/11

**AFAR**

**These Hawai'i, Caribbean, and New York Hotels  
Now Require Vaccination**

"In Puerto Rico, hotel and short-term rental guests must provide proof of vaccination or present a negative COVID PCR or antigen within 72 hours after checking in."

Date: 9/15

**Brad Dean Featured on Travel & Lifestyle  
Conversations with Tomeka Jones  
[Podcast]**



Date: 9/16



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