

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

September 17 – September 24, 2021

Earned media placement highlights
17.4M+ IMPRESSIONS

Social reach Highlights
13.7M+ IMPRESSIONS

8 Places to Travel to Explore Hispanic Heritage Sites



"Travelers to the Island can learn about the Spanish era at the still-imposing Castillo San Felipe del Morro, which was begun in 1539."

Date: 9/22

20 Romantic Weekend Getaways for Couples in the U.S.



Reader's Digest

"The city of Caguas is located just 30 minutes from the airport, and it's the perfect place to explore Puerto Rico's fascinating heritage and exciting food scene."

Date: 9/17

TRAVEL WEEKLY

Discover Puerto Rico Reaches Out to LGBTQ Travelers With New Initiative



"We are fostering travel that is safe for both 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: 9/19

Frommer's®

Where Was the Piña Colada Born? A Bar Fight Between Two Puerto Rico Icons

"In Puerto Rico, where the fruity-frothy combo is considered the official cocktail of the Island, two different businesses—the Caribe Hilton hotel and Barrachina—claim to be the birthplace of the drink."



Date: 9/18

Beaches, Rum and Nature: The 9 Best Places to Visit in Puerto Rico



"Puerto Rico is an island that beckons visitors with world-class eats, buzzing night and arts scene and ultra-modern venues."

Date: 9/20

Billboard

Eco-Conscious, Safety-Centric, Tech-Savvy: 35 New & Renovated Venues to Watch in 2021

"Located in the newly developed entertainment district, Distrito T-Mobile, the ASM Global-managed facility will host family shows, boxing matches and other corporate events."

Date: 9/20

