

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

September 24 – October 1, 2021

Earned media placement
highlights
317M+ IMPRESSIONS

Social reach
Highlights
4.2M+ IMPRESSIONS

Five Essential Drinking and Dining Districts to Visit in San Juan

Forbes

"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: 9/27

Eat, Kayak, Hike, and Horseback Ride Your Way Through Puerto Rico on These 5 Epic Tours

TRAVEL+LEISURE

"As a tourist destination, Puerto Rico offers delicious seafood, history, nightlife, friendly people, water sports, golf, and a range of hotels and resorts."

Date: 9/27

EL DIARIO

The "Very Old" San Juan

"Throughout its 500 years, San Juan tells the story of an evolving and resilient town. Visitors can feel that the history of the city comes alive through its historical monuments." – Brad Dean, CEO of Discover Puerto Rico



Date: 9/26

the knot

The Best Mountain Honeymoon Destinations in the USA & Abroad

"Start the honeymoon exploring El Yunque Rainforest, hike to mountain summits, take a zip-lining tour, or jump into tropical waterfalls via a wooden rope swing."

Date: 9/30

Where to Go for a European Vibe – Without a Passport

Amsterdam News

"Old San Juan screams old-world Europe, with its 500-year-old architecture, especially the fab Goth and Renaissance Revival-style cathedrals."

Date: 9/30

Discover Puerto Rico Reaffirms LGBTQ Friendliness with New Campaign "Live Out"

THE TRAVEL VERTICAL

"We are fostering a travel industry that is safe and welcoming 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: 9/28

