

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

October 22 – October 29, 2021

Earned media placement highlights
209M+ IMPRESSIONS

Social reach Highlights
9.7M+ IMPRESSIONS

THE POINTS GUY

Puerto Rico Is Now the Most Vaccinated Place in the US

"Having the highest vaccination rate is a significant milestone, and we thank the community in Puerto Rico for their commitment to health, safety and economic prosperity." – Brad Dean, CEO of Discover Puerto Rico



Also seen in...



Date: 10/26

meetings TODAY

Puerto Rico Unveils Huge New Entertainment Complex, Distrito T-Mobile

"Puerto Rico has recently welcomed a new five-acre, \$185 million entertainment complex known as Distrito T-Mobile. The venue combines global retail, destination dining, art, entertainment, music, technology and hospitality."



Date: 10/27



Top 10 Gorgeous Places For A Tropical Winter Getaway

"If you love snorkeling, scuba diving, or even just relaxing in the sun, a visit to Luquillo is the perfect choice! The Island also has accommodations ranging from resorts to vacation rentals and everything in between."



Date: 10/26

TRAVEL WEEKLY

Cautious Optimism on Tourism Growth In The Caribbean

"Destinations with hotel occupancies near or above 2019 numbers include Puerto Rico, which reported 64.9% occupancy level, pretty close to the 2019 comparable of 68.1%, STR said."

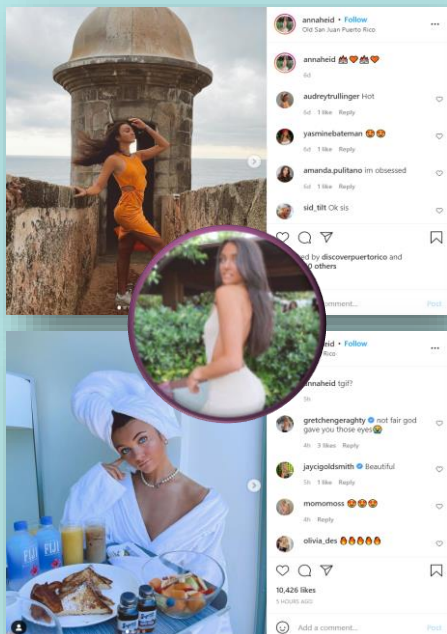
Date: 10/26

TRAVEL+NOIRE

Puerto Rico's New 'Live Out' Campaign Aims To Appeal To LGBTQ+ Tourists

"Among Discover Puerto Rico's core values are inclusivity, agility and the importance of being collaborative. These elements are even more prevalent as we look to the support of our LGBTQ+ community, both on Island and off." – Leah Chandler, CMO of Discover Puerto Rico

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