

# PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

October 1 – 31, 2021

Total Earned Impressions: **1B+ IMPRESSIONS**

Total Ad Value **\$16M+ USD**

Tonality: **99% Positive**

Total Earned

Placements

**Approx. 767\***

*\*includes social*

## AP

### Puerto Rico to Host Show's 1st Dec. 31 Spanish Countdown



Date: 10/7

"Puerto Rico will be front and center for a huge global audience during this event as we head into our peak tourism season. We invite travelers everywhere to start their 2022 alongside us." – Brad Dean, CEO of Discover Puerto Rico



### Condé Nast Traveler: Readers' Choice Awards 2021

#### Top 10 Hotels in the Caribbean

#3 Fairmont El San Juan, #7 Condado Vanderbilt, #O:LV Fifty Five

#### Top Islands

Puerto Rico #8

#### Top 40 Resorts in The Caribbean Islands

Includes Dorado Beach: A Ritz-Carlton Reserve

Date: 10/5



### Bad Bunny Is Here at the Right Time [Print]

"Not many people know Puerto Rico, and the truth is that right now it's at a cultural peak, with lots of kids making art." – Bad Bunny

Date: 10/12

### Puerto Rico's Bioluminescent Bays Make for an Otherworldly Experience



"In Puerto Rico, there are several bioluminescent bay tours that will take you to see this rare natural phenomenon up close."

Date: 10/16

wide open spaces

## Fodor's Travel

### The 10 Most Unusually Colorful Sand Beaches in America

"Playa Negra is mesmerizing beach with stunning black sand coating the shoreline alongside dramatic cliffs, and decorated with driftwood that's strewn about the landscape."



Date: 10/22

### Puerto Rico Wants to Be the LGBTQ Capital of the Caribbean



## TRAVELAGE WEST

"Puerto Rico is blessed with natural resources and a vibrant local LGBTQ+ community, without which these results would not have been possible." – José Arana, Marketing & Special Events Manager of Discover Puerto Rico

Date: 10/20

### Puerto Rico Is Now the Most Vaccinated Place in the US

## THE POINTS GUY

"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

Date: 10/26

## meetings TODAY

PEOPLE + PLACES

### 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

