

# PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

November 1 – 30, 2021

Total Earned Impressions: **822M+ IMPRESSIONS**

Total Ad Value **\$14M+ USD**

Tonality: **99% Positive**

Total Earned Placements  
**Approx. 155\***  
*\*includes social*

## Holiday Gift Guide 2021: The Best Destination-Inspired Scented Candles



## Forbes

"Send them on a trip with this delicious-smelling candle hand-poured in an authentic coconut shell. Handmade in Puerto Rico by a small, family-run business, it has a tropical vibe that turns any space into a vacation."

Date: 11/1

## News4JAX

"Frontier Airlines on Monday began nonstop flights from Jacksonville International Airport (JAX) to San Juan, Puerto Rico. The flights will happen three times a week and Frontier is offering introductory fares starting at \$59 for select dates."

Date: 11/1

## Frontier Begins Nonstop Flights from JAX to Puerto Rico



Date: 11/1

## AFAR

### How This Island Destination Became the Most Vaccinated Place in the U.S.

"Puerto Rico now ranks lowest in the country for new daily cases, and its COVID positive test rate is 2.4 percent, which is also among the lowest in the country."



Date: 11/10

### This App Wants to Change the Way Puerto Rico Eats



Date: 11/9

## modern farmer

"The new generation of chefs are very eager and proud to serve locally sourced products on their menus. Many of them have menus that change weekly, that are seasonal. It's been a beautiful thing to see." – Crystal Diaz, Owner of PProduce

Date: 11/9

### Best New Chef Paxx Caraballo Moll Shares Guide to Puerto Rican Capital. (PRINT)



Dec/Jan 2022

"Paxx Caraballo Moll has been cooking in San Juan for 20 years, as a champion of the local food movement on the Island, as well as empowering trans and queer chefs."

## REFINERY29

"To me, dance is an expression, an art, a way of empowerment. It's a way of being able to communicate with my body, what I'm feeling in my mind and in my heart." – Sheila Osorio, Bomba Dancer & Instructor

### 'It Liberates Me:' How Black Latinas Are Healing Through Ancestral Dance



Date: 11/16

### A Historic Return for Puerto Rico

## TRAVEL PULSE

"I'm surrounded by a team at Discover Puerto Rico who are just so passionate. They show up every day, good or bad, with a passion and excitement to share their Island with the world." – Brad Dean, CEO of Discover Puerto Rico

Date: 11/27

### Five Underrated Latin American Cities to Visit in 2022



"Those visiting Ponce are welcome to unwind with a Medalla at La Guancha—the city's boardwalk district—or spend time exploring the Castillo Serrallés, a 1930s-era mansion perched on two acres of verdant gardens."

Date: 11/28

