

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

February 11 – February 18, 2022

Earned media placement
Highlights
75M+ IMPRESSIONS

Social reach
Highlights
34M+ IMPRESSIONS

Despierta AMERICA

[Broadcast featuring Sunshine to Spare dress]



Date: 2/16

The 20 Best Hotels in Puerto Rico

Condé Nast Traveler



"A commitment to welcoming visitors also allows Puerto Rico to accommodate a collection of stays unparalleled by any other island in the Caribbean, from historic Old City relics to luxurious beach resorts and mountain-top farm retreats."

Date: 2/14

EBONY

Black-Owned Tour Company Showing Travelers a Different Side of Puerto Rico

"We often refer out to other Black businesses, such as travel agencies and we recommend eating at locally Black-owned restaurants. Included in some of our tours, we visit the Afro-Latino communities where we buy and support Black." – Chris and Ch'nese Pittman, owners of Fiesta Tour



Date: 2/16

People EN ESPAÑOL

A Puerto Rico-Inspired Dress for New York Fashion Week?

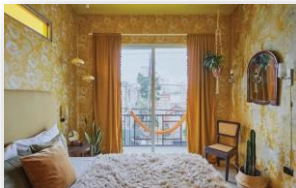
"We use an amazing sequined fabric that embodies the unique color of Puerto Rico. I wanted to create something that can be used by anyone who wants to dream of a night out in San Juan." – Christian Cowan, Designer



Date: 2/14

Great New Hotels to Book in 2022 in the United States

CBS NEWS



(MOOD HAUS)

"The funky, Instagram-friendly spot features uniquely designed units named after disco divas, each with its own color theme -- swinging chairs, bathtubs on the patio and Mad Men-esque wallpaper included."

Date: 2/11

Super Bowl 2022 Brings Wedding-Day Bliss to Bengals-Bonded Couple

FOX NEWS



"When Discover Puerto Rico heard about the black-and-orange-themed nuptials, the company offered the couple a honeymoon getaway to the Island."

Date: 2/13

Instagram post from rachel.lawlen: "Thank you to @discoverpuertorico for our beautiful flowers and our honeymoon getaway. We cannot wait to get away and back in the Puerto Rico sun after the super bowl!"

EBONY.com: "This Black-Owned Tour Company is Showing Travelers a Different Side of Puerto Rico. Fiesta Tours in Puerto Rico, a Black-owned business, shows..."

303magazine.com: "A Little Kitchen Brings Big Puerto Rican Flavors to Denver - 303 Magazine Puerto Rican cuisine is now part of Denver's culinary scene with the opening of Sabor del Campo which serves authentic Puerto Rican dishes."

travelpulse.com: "Wellness-Focused Caribbean Resorts These wellness-focused Caribbean resorts offer some of the best opportunities to relax and recharge this year."

thepointsguy.com: "Travel is getting easier: Here are some of the countries that have eased COVID-19 restrictions to make the experience for incoming travelers easier."

lonelyplanet.com: "Puerto Rico's 5 best road trips serve up tasty snacks, beautiful beaches and... Puerto Rico is small but mighty, with a wide array of foods, landscapes, wildlife and attractions jam-packed into an island only 100 by 35 miles."