

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

February 1 – 28, 2021

Total Earned Impressions: **880M+ IMPRESSIONS**

Total Ad Value **\$7.8M+ USD**

Tonality: **99% Positive**

Total Earned
Placements

Approx. 226*

*includes social

La Opinión EL DIARIO

[Print]

*Includes Discover Puerto Rico collaboration with Christian Cowan

Date: Feb. 2022



Redacción

El desfile del reconocido diseñador de moda Christian Cowan en la New York Fashion Week (NYFW) fue un poco más. En colaboración con Discover Puerto Rico, la Organización de Mercado de Destino de la Isla, Cowan creó un vestido único en el color Puerto Rico Sunshine. Inspirado en sus viajes a la Isla. "Puerto Rico es un lugar increíblemente colorido. Es

un marcado contraste entre el Reino Unido de donde soy y Nueva York, donde vivo ahora, donde los inviernos son sombrinos y grises. Quería capturar esa calidez y belleza en el diseño en una silueta actualizada de uno de mis clásicos. Usamos una increíble tela de lentejuelas que personifica el color único de Puerto Rico. Quería crear algo que pudiera ser usado por cualquiera que quisiera sonar con una noche de fiesta en San Juan," dijo

Christian Cowan (foto). El color anaranjado rojizo cobró vida en la pasarela de Cowan y ahora está disponible para órdenes privadas a través de su web. Los interesados también pueden obtener su propia pieza de Christian Cowan Puerto Rico Sunshine con una camisa o bliguera de edición limitada que está disponible en ChristianCowan.com.

PHOTOS.COM/USA



Why this Caribbean Archipelago Is a Prime Spot to Visit Next

"Puerto Rico's tourism industry is running on all cylinders, with revived natural experiences, rejuvenated local movements and a special historical celebration to tie it all together moving forward."



Date: 2/3



7 of the Most-Vaccinated Places You Can Travel in the U.S.

"San Juan is a must, especially its premier UNESCO World Heritage Site of Old San Juan. Step back in time while meandering its cobblestone streets, which are home to 16th-century fortresses and walls and a vibrant nightlife."



Date: 2/2

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



"We often refer to other Black businesses, and we recommend eating locally Black-owned here on the island. 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: 2/8

The 5 Safest, Most Queer-Friendly Caribbean Travel Destinations



INSIDER

"Any queer visitor to Puerto Rico should make a trip to Condado Beach, with its gay stretch of sand. It's important to note that all queer people regardless of gender (or body type!) are welcome and encouraged to visit."

Date: 2/16

BIZBASH

5 Reasons to Meet in Puerto Rico

"Distrito T-Mobile brings experiences to the convention district that simply weren't there before. It builds on a tremendous value proposition we offer." – Ed Carey, Chief Sales Officer, Discover Puerto Rico



Date: 2/25

Islands

"Discover Puerto Rico's Sunshine to Spare Sweepstakes will have two people winning a trip to visit the Island, with airfare provided by JetBlue. But time is running out and worthy beach bums need to get their entries in by February 8."

Discover Puerto Rico Wants to Share Some Sunshine with a Pair of Lucky Travelers



Date: 2/4



For any questions, please contact:
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