

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

April 8 – April 15, 2022

Earned media placement  
Highlights  
**26.8M+ IMPRESSIONS**

Social reach  
Highlights  
**21.5M+ IMPRESSIONS**



## 7 Special Islands to Visit This Spring Without Leaving U.S. Territory

*"Get out of the capital city of San Juan to spend time outdoors exploring the lush isle's natural beauty. There are three bioluminescent bays where you can paddle or swim through the shimmering, shimmering microorganisms."*



Date: 4/12



## Smart Meetings April 2022 Issue PRINT

*"Puerto Rico has just gotten its own Pantone Color. Discover Puerto Rico has announced a partnership with Pantone Color Institute to Launch 'Puerto Rico Sunshine.'"*

April 2022

## The Latest on Travel to the Caribbean: Requirements for U.S. Travelers

## TRAVEL WEEKLY



*"Puerto Rico: open to vaccinated and unvaccinated travelers. Proof of vaccination or negative test is not required for domestic travelers."*

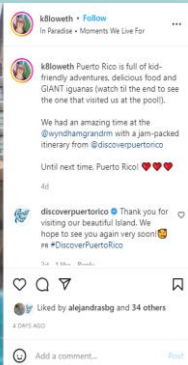
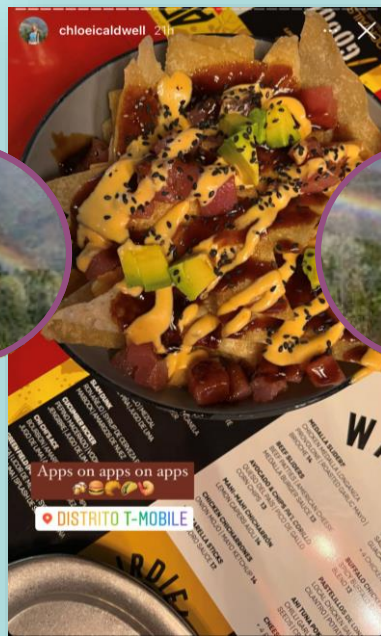
Date: 4/13



## Traveling to Puerto Rico During Covid-19: Requirements, Vaccinations and What You Need to Know

*"As of Thursday, March 10, the U.S. territory in the Caribbean no longer requires domestic travelers to submit proof of vaccination or undergo covid-19 testing prior to arrival."*

Date: 4/13



For any questions, please contact:  
Alejandra.BenitezGutierrez@Ketchum.com

