

# PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

March 1 – 31, 2022

Total Earned Impressions: **461M+ IMPRESSIONS**

Total Ad Value **\$5.4M+ USD**

Tonality: **99% Positive**

Total Earned  
Placements

**Approx. 583\***

*\*includes social*

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## Philadelphia

MAGAZINE

*"Puerto Rico's capital offers so much history and excitement, but you should traverse the Island to its more relaxed west coast, where beautiful scenery, charming cities and fantastic food await."*

### Island Getaways: A Philadelphian's Guide to Vacationing in Puerto Rico



Date: 3/10

## Orlando Sentinel

### New Frontier Flight Between Orlando Airport and Aguadilla, a City in Western Puerto Rico

*"Frontier's new route connecting Orlando and Aguadilla will be an exciting addition to our extensive list of direct routes to Puerto Rico, but more importantly it will be a welcome addition for many members of our Puerto Rican diaspora, eager to return to the Island and enjoy the magical western coast of Puerto Rico."* – Brad Dean, CEO of Discover Puerto Rico

Date: 3/24

### What's New in Puerto Rico for 2022



## TRAVELAGE WEST

*"Puerto Rico offers a very different experience from other U.S. and Caribbean destinations due to its unique culture and value proposition as a U.S. territory in the tropics."* – Brad Dean, CEO of Discover Puerto Rico

Date: 3/17

### International LGBTQ+ Travel Association's 2023 Convention Coming to Puerto Rico



*"Dedicated to creating an inclusive environment where all travelers can live out their travel dreams, Puerto Rico is honored to be selected as the host destination for the IGLTA 2023 Global Convention."* – Leah Chandler, CMO of Discover Puerto Rico

Date: 3/17

## AFAR

### Caribbean Islands That Don't Require a Passport

*"Old San Juan is home to the 16<sup>th</sup>-century Spanish colonial fortress Castillo San Cristobal and other UNESCO World Heritage sites, and fantastic restaurants where the tostones and mofongo are not to be missed."*



Date: 3/22

## the spruce

### How to Decorate With Orange—Without Going Full Citrus

*"Painting just one wall, or even accenting doorframes or cabinets with Puerto Rico Sunshine, is enough to give that tropical, warm feel without overpowering the room."* – Cristina Villalón, Puerto Rican Interior Designer



Date: 3/10

### 13 of Our Favorite Women in Food to Follow Right Now



*"It's obvious Chef María knows food, but swipe through her stories and posts to feel the passion and energy she puts into every dish. Get a taste of Chef María's food at the Decanter Hotel and Taberna Medalla."*

Date: 3/4

### Puerto Rico Lifts All COVID-19 Travel Restrictions for Travelers



## TRAVEL+ LEISURE

*"Today's announcement lifting entry requirements for domestic travelers and reducing restrictions on Island, will bring a new travel experience to those visiting."* – Brad Dean, CEO of Discover Puerto Rico

Date: 3/9

