

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

April 22 – April 29, 2022

Earned media placement
Highlights
75M+ IMPRESSIONS

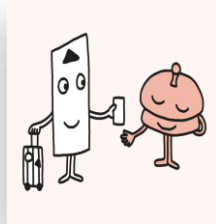
Social reach
Highlights
24M+ IMPRESSIONS

Cups of the Caribbean

FOOD & WINE

The Fine Art of Being a Good Hotel Guest

"Two establishments – Barrachina bar and the Caribe Hilton hotel – claim to have originated Puerto Rico's national cocktail. That means you'll have two chances to sample the "original" pineapple-and-coconut-rum drink."



"We recommend, when leaving a tip, to make sure to put it in an envelope or next to a note to signify it's for the housekeeping staff." – Ben Tutt, general manager of the Condado Vanderbilt Hotel in Puerto Rico.

Date: 4/22

Date: 4/25

Traveling to the Caribbean During Covid-19



"Charming and historic Old San Juan is ripe for exploration. The Island's casinos and El Yunque rainforest are top attractions."

Date: 4/26

USA TODAY

How Do You Bottle the Essence of a Region?

"Months after my visit, every taste of the sweet dark amber nectar took me back to the Island – as if the soft breeze of the Atlantic Ocean and the vibrant flavors of Puerto Rico were bottled up just for me."



Date: 4/28

Skift

Airbnb Will Allow Workers to Go Fully Remote Permanently

*Mentions Deskover Puerto Rico as an example of a remote work campaign, saying "Puerto Rico launched a "desk makeover" campaign to tap into the digital nomad market."

Date: 4/29

Taller Puertorriqueño and Discover Puerto Rico

ToiTime



"Puerto Rico is so convenient, there are several direct flights in Philadelphia and beyond and their culture is all encompassing."

Date: 4/25

