

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

April 29 – May 6, 2022

Earned media placement
Highlights
32M+ IMPRESSIONS

Social reach
Highlights
10.2M+ IMPRESSIONS

Skift.

Puerto Rico Empowers Locals for First Post-Pandemic Tourism Campaign



"'Live Boricua' is a movement born out of Puerto Rico alongside Puerto Ricans to emphasize the state of mind, way of life, spirit, flavor, style rhythm, and melody that can only be experienced on the Island." – Leah Chandler, CMO

Also seen in:



Date: 5/3

Smithsonian MAGAZINE

How a Network of Family-Owned Inns in Puerto Rico Is Preserving the Island's Culture

"Puerto Rico's paradises are small-scale resorts that are apart of the local community and known for both their Boricua (Puerto Rican) hospitality and affordable rates."



Date: 5/3

How To Plan a Perfect LGBTQ Vacation in the Caribbean



TRAVELAGE WEST

"Discover Puerto Rico maintains a robust LGBTQ Travel section on its website, making it easy for travelers and advisors to find attractions, activities and accommodations, including LGBTQ-owned guesthouses."

Date: 5/3

Puerto Rico Is Calling & Here's Why You Should Take the Kids



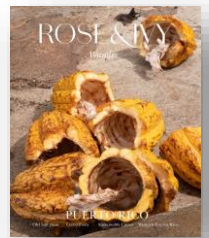
"Puerto Rico feels like traveling to another country but because it is a U.S. territory, no passports are needed! Days at the beach, amazing food (plantain and coconut everything!), rainforests and adventure around every corner."

Date: 5/3

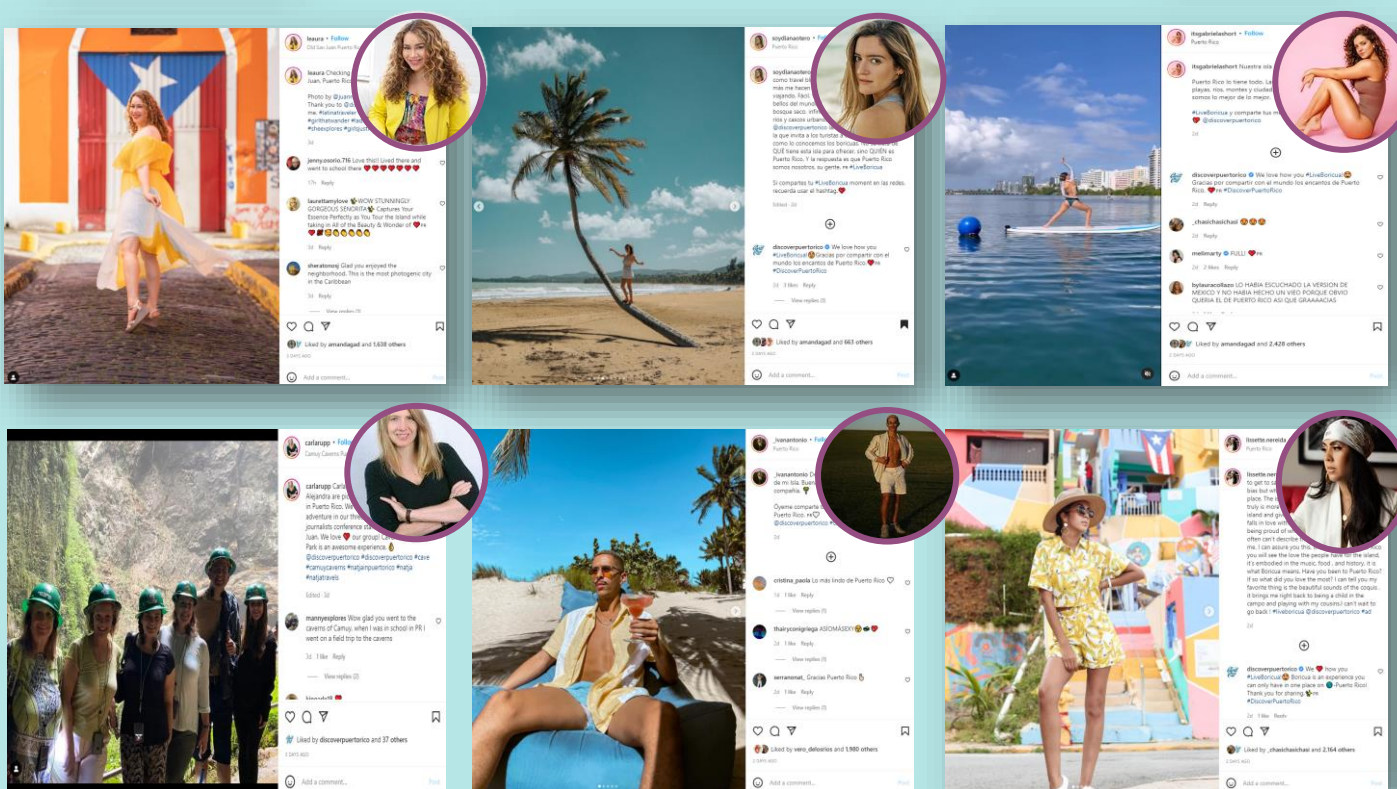
ROSE & IVY

"Not only is the Island studded with clear blue waters and crescent beaches that stretch as far as the eye can see, it's a destination that is vibrating with resilience and pride."

Wander Puerto Rico



Date: 5/4



For any questions, please contact:
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