

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

May 6 – May 13, 2022

Earned media placement
Highlights
3.8M+ IMPRESSIONS

Social reach
Highlights
1.4M+ IMPRESSIONS

Exclusive: How to Discover Puerto Rico's Cultural Roots in Four Days

HOLA!



"Loíza is the capital of everything traditional; learning to dance Bomba (dance and musical style of Puerto Rico, rooted in the Island's history of African slavery) with folklorist Sheila Osorio is a must."

Date: 5/11



Discover Puerto Rico's Wants Visitors to 'Live Boricua'

"The essence of Live Boricua means to 'live like us,' and promises a deeper and more meaningful experience for travelers." – Jean Paul Polo, Director of Creative Strategy



Date: 5/10

PR Daily

How Discover Puerto Rico Is Educating Audiences About Island Heritage

"As a territory of the U.S., there is an inherent challenge that I think has been in place for a long time, which is just educating people on the U.S. mainland that Puerto Rico is part of the U.S." – Leah Chandler, CMO of Discover Puerto Rico



Date: 5/11

10 U.S. Islands to Add to Your Bucket List – No Passport Required



BESTLIFE

"Puerto Rico has everything you could want in a tropical paradise: tall palm trees, turquoise waters, and ancient mountains covered with canopies of lush vegetation."

Date: 5/13



Passport Expiring Soon? Visit These Countries Within Your 3-Month Renewal Deadline

"It's worth noting that there are several U.S. territories and commonwealth destinations where you won't need a passport at all to visit, including Puerto Rico."

Date: 5/12

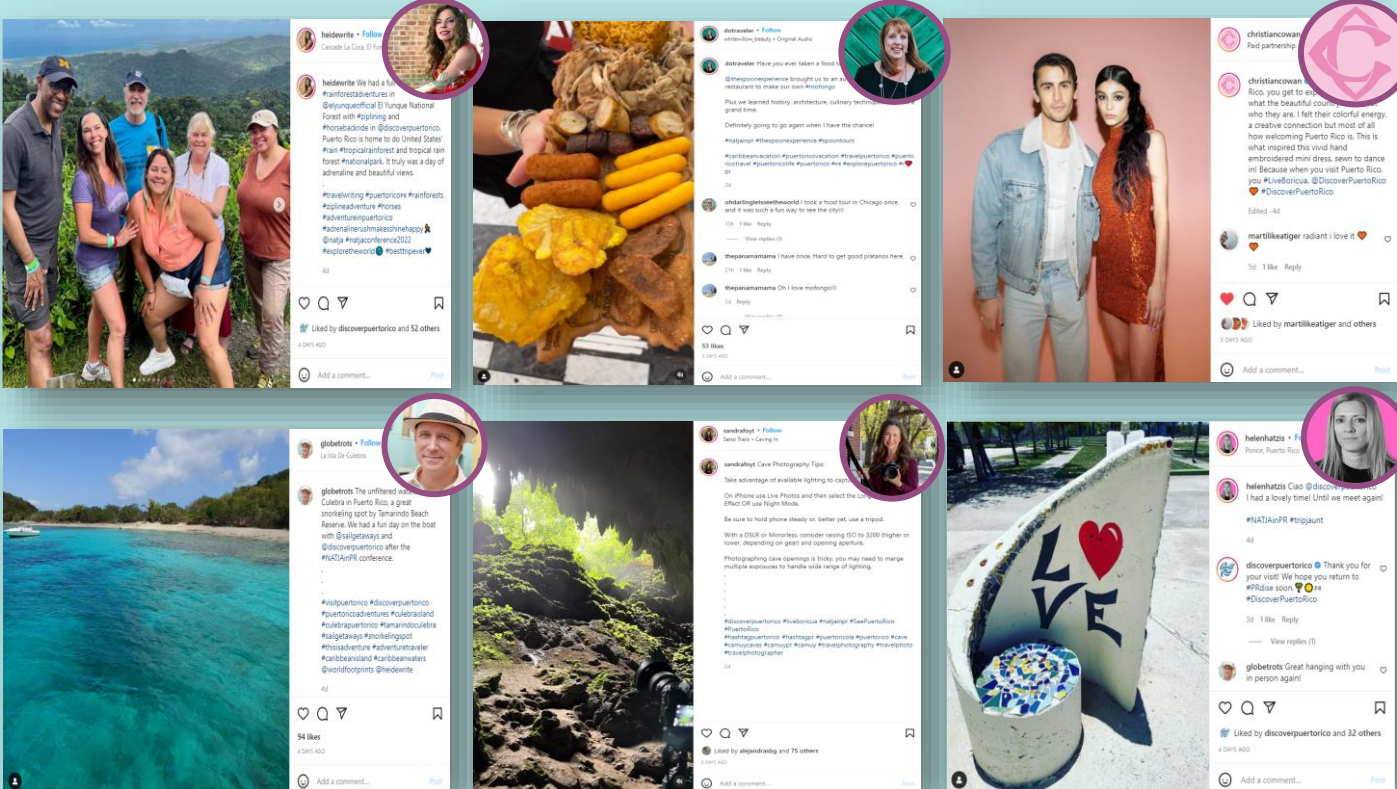
Tasting Table.

These Are the Only 2 US States That Grow Coffee

"Though technically not a state, U.S. territory Puerto Rico has an impressive history of coffee production. The Island's rich, volcanic soil contributed to unique flavor that drove production and popularity."



Date: 5/10



For any questions, please contact:
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