

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

SEPTEMBER 23 - 30 2022



EARNED MEDIA PLACEMENT HIGHLIGHTS **2.5M+ IMPRESSIONS**

SOCIAL REACH HIGHLIGHTS **266K+ IMPRESSIONS**

PRWeek

'THIS IS A SETBACK, NOT A RESET: HOW DISCOVER PUERTO RICO IS RESPONDING TO HURRICANE FIONA

"Hurricane Fiona is a setback, not a reset for Puerto Rico and our Destination Marketing Organization,"
- Leah Chandler
CMO Discover Puerto Rico



Date: 9/30

PUERTO RICO'S RESORTS, AIRPORTS, GOLF COURSES AND ATTRACTIONS OPEN FOLLOWING HURRICANE FIONA



"Most of Puerto Rico's renowned golf courses and resorts are fully operational following Hurricane Fiona's landfall last week, the destination's marketing organization Destination Puerto Rico confirmed on Thursday."



Date: 9/29

Skift.

SKIFT GLOBAL FORUM VIDEO: BOLD & BORICUA — FUELING GROWTH BY TAPPING INTO LOCAL CULTURE

"In this video from Skift Global Forum 2022, we hear from Leah Chandler, Discover Puerto Rico's chief marketing officer, in conversation with Alison McCarthy, SkiftX content director, on why leaning into the narrative of local communities is so important."



Date: 9/28

10 BUCKET LIST EXPERIENCES TO SEE AND DO IN PUERTO RICO

EBONY

"Whether you want to explore historic sites, get away from it all on an Island off-the-beaten-path, or just spend some time in nature, there's something for everyone on the Island."



Date: 9/27

TRAVEL AGENT CENTRAL

CARIBBEAN TRAVEL MARKETPLACE TO BE HELD AS PLANNED OCTOBER 3-5

"We want to assure visitors, who already planned travel to San Juan, that Puerto Rico is open and safe to travel to."
- Brad Dean
CEO Discover Puerto Rico



5 REASONS TO VISIT SHERATON PUERTO RICO HOTEL & CASINO



PURSUITIST

"Adjacent to the city's convention center and Distrito T-Mobile entertainment complex, the Sheraton Puerto Rico Hotel & Casino is generating plenty of buzz these days."



Date: 9/28

Date: 9/27

PRWeekUS @PRWeekUS

When Hurricane Fiona slammed into Puerto Rico's southwest region on September 18, the island's nonprofit tourism entity, Discover Puerto Rico (@discover_PR), immediately shifted to focus on the safety and security of visitors.



prweek.com
"This is a setback, not a reset: How Discover Puerto Rico is responding to Hurr... Inside the travel organization's response.

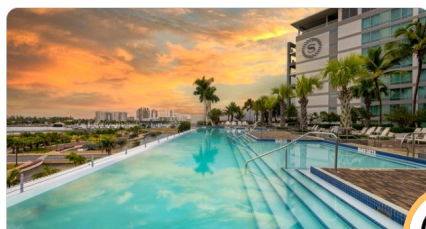
Caribbean Journal @caribjournal

@MrBradDean: "Puerto Rico is open and safe to travel to"

caribjournal.com
"Puerto Rico Is Open and Safe to Travel To" - ... Puerto Rico tourism officials are urging visitors to maintain their planned trips to Puerto Rico ...

Pursuitist @Pursuitist

5 Reasons to Visit Sheraton Puerto Rico Hotel & Casino



pursuitist.com
5 Reasons to Visit Sheraton Puerto Rico Hotel & Casino - Pursuitist
Here are five compelling reasons why Sheraton Puerto Rico Hotel & Casino is the island resort you never knew existed and why you should add it to your Puerto ...

Travel Agent Magazine Yesterday at 9:18 AM

The Caribbean Hotel & Tourism Association's 40th Caribbean Travel Marketplace to be held in San Juan, Puerto Rico from October 3-5, 2022, is on, according to organizers.



TRAVELAGENTCENTRAL.COM
Caribbean Travel Marketplace to be Held as Planned October 3-5
The Caribbean Hotel & Tourism Association's (CHTA) 40th Caribbean Travel Mark...