

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

OCTOBER 7 – 14, 2022



EARNED MEDIA
PLACEMENT HIGHLIGHTS

74M+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

20M+ IMPRESSIONS

DISCOVER PUERTO RICO, MARRIOTT LAUNCH LIVE BORICUA EXPERIENCE PACKAGES

"The Live Boricua experience packages and immersive rooms celebrate what makes Puerto Rico unique, the people and its culture."
– Leah Chandler, Chief Marketing Officer

Date: 10/12



THE BEST PLACES FOR WATER SPORTS IN THE CARIBBEAN

"Kayaking is one of the most popular activities in Puerto Rico, an Island where there are perfect places to enjoy with the family."

Date: 10/7

DISCOVER PUERTO RICO CEO BRAD DEAN PROVIDES ISLAND UPDATE

"We have extensive experience managing through adversity and coming back stronger, better and better prepared for the future."
– Brad Dean, Chief Executive Officer

Date: 10/12



WHEN A HURRICANE HITS YOUR FAM TRIP

"As Tropical Storm Fiona morphed into a hurricane and made landfall, Discover Puerto Rico stayed on top of the situation, sharing critical updates through its website, social platforms and on the destination website's travel advisory, with an easy-to-understand product tracker infographic."



Date: 10/12

GET TICKETS TO PUERTO RICO FROM MULTIPLE US CITIES FOR AS LOW AS \$188



Date: 10/11



"Puerto Rico, a melting pot of many cultures, has colorful seaside ports dotting its blue waters, plenty of museums and a lively nightlife scene."



PUERTO RICO HOTELS, TOURISM INDUSTRY SPARED BY FIONA, OFFICIALS SAY

"There's no better way to help the people in Puerto Rico than to schedule or continue a vacation." – Brad Dean, Chief Executive Officer



Date: 10/9



THE WORLD'S COOLEST NEIGHBORHOODS OF 2022 WERE ANNOUNCED

*Santurce in San Juan, Puerto Rico was listed at No. 40

Date: 10/13

Brian Major
@BMajorTraveling

Discover Puerto Rico CEO Brad Dean Provides Island Update travelpulse.com/news/destinati... via @TravelPulse @discover_PR #SanJuan #Caribbean



travelpulse.com
Discover Puerto Rico CEO Brad Dean Provides Island Update
Discover Puerto Rico CEO Brad Dean provides island update.

USA TODAY
@USATODAY

"Hurricane Fiona was a setback, not a reset," Brad Dean, CEO of Discover Puerto Rico, told USA TODAY. "Thankfully, we've already seen many hotel partners, restaurants and tourist attractions resume regular operations."



The Points Guy
October 11 at 6:00 PM · 🌐

Book round-trip tickets to Puerto Rico from cities all over the U.S. starting at \$188. ✈️



THEPOINTS.GUY.COM
Get tickets to Puerto Rico from multiple US cities for as low as \$188



The Points Guy
October 9 at 7:30 PM · 🌐

After Hurricane Fiona, tourism officials in Puerto Rico say the island is safe for travel. Hotels and other parts of the tourism industry are open.



THEPOINTS.GUY.COM
Puerto Rico hotels, tourism industry spared by Fiona, officials say



Ketchum

FOR ANY QUESTIONS, PLEASE CONTACT:
SAVANNAH.BERNARD@KETCHUM.COM



DiscoverPuertoRico.com