

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

September 1 – 30, 2021

Total Earned Impressions: **406M+ IMPRESSIONS**

Total Ad Value **\$3.5M+ USD**

Tonality: **99% Positive**

Total Earned
Placements

Approx. 293*

*includes social



Discover Puerto Rico Featured on The Ellen Show [Broadcast]

*Discover Puerto Rico partnered with the Ellen Show to give away a trip to the Island, resulting in on-air mentions of Discover Puerto Rico and Caribe Hilton.



Date: 9/16

20 Romantic Weekend Getaways for Couples in the U.S.



Reader's Digest

"The city of Caguas is located just 30 minutes from the airport, and it's the perfect place to explore Puerto Rico's fascinating heritage and exciting food scene."

Date: 9/17

8 Amazing Outdoor Things to Do in Puerto Rico, Even on a Short Visit



wideopenspaces

"Whether you are interested in sightseeing the streets of Old San Juan or want to do something more, there appears to be something for everyone in this beautiful Caribbean getaway."

Date: 9/4

THE POINTS GUY

"Travelers to the Island can learn about the Spanish era at the still-imposing Castillo San Felipe del Morro, which was begun in 1539."

8 Places to Travel to Explore Hispanic Heritage Sites



Date: 9/22

More Than Just Beaches: 10 of the Best Outdoor Adventures in Puerto Rico



10 USA TODAY 10Best

"The Island is a haven for outdoor enthusiasts. Full of wonderful things to do in picturesque natural settings, the place is perfect for social distancing, remaining active and exploring places unknown."

Date: 9/3

TRAVEL WEEKLY

"We are fostering travel that is safe for both guests and employees. By strengthening our position as an ally, we make Puerto Rico welcoming for all travelers." – Leah Chandler, CMO of Discover Puerto Rico

Discover Puerto Rico Reaches Out to LGBTQ Travelers With New Initiative



Date: 9/19

Skift.

Discover Puerto Rico Becomes Marketer- for-Hire to Others



Date: 9/2

TRAVEL PULSE

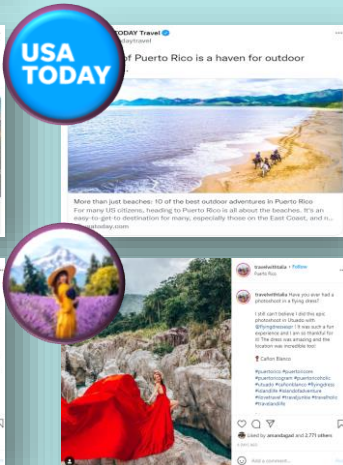
Discover Puerto Rico Launches 'Return the Love' Campaign

"We knew that the 'Return the Love' messaging was an important step that we needed to make collaboratively with PRTC and Aerostar."

– Brad Dean, CEO of Discover Puerto Rico

Date: 9/3

"Our goal is to diversify revenue, while elevating the destination's image as a whole to key off-Island audiences, including consumers, meeting planners, travel advisors, etc." – Jean Paul Polo, Director of Creative Strategy of Discover Puerto Rico



For any questions, please contact:
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