

# PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

November 1 – 30, 2019

Total Earned Impressions: **609M+ IMPRESSIONS**

Total Ad Value **\$11M+ USD**

Tonality: 97% Positive

Total Earned Placements

**Approx. 107\***

\*includes social

## Forbes

### 30 Caribbean Hotels You Have To Visit

"While the hotel turned 100 this year, she's as beautiful as ever with a heated infinity pool, and a Four-Star spa."



"Reserve one of the plunge-pool-equipped accommodations at the Five-Star Puerto Rico hotel, and you might never leave."



"Unwind at this hotel in the foothills of El Yunque National Forest, whether it's on the golf course, the indulgent spa or a hammock on the sand."

## Fodor's Travel

### Overindulge In Delicious Snacks, Meals, And Treats On The World's Most Epicurean Streets

"Locals view [Calle Loíza] as a revolution, one that's supporting Puerto Rico's independent establishments and agricultural heritage."



### Puerto Rico Goes Big On Art



## TRAVEL WEEKLY

"Our island offers many options for travelers looking for arts and culture."  
– Brad Dean, CEO Discover Puerto Rico

### Paddling The World's Brightest Bioluminescent Bay



### Vieques, Puerto Rico: A Wild Caribbean Escape



"This dazzling, trippy travel wonder is Mosquito Bay, the brightest bioluminescent bay in the world."

"This Puerto Rican island is now home to wild horses, affordable accommodations and quiet, crowd-free beaches."



## UPROXX

### Travel Writers And Influencers Tell Us Their Favorite Destinations For Winter

"Puerto Rico is a worthy destination no matter where you live in the world."



## TRAVEL AGENT CENTRAL

### Puerto Rico To Embrace Booming Street Art Scene

"Some areas are a true haven for mural art, yet we're not a destination typically visited for that." - Brad Dean, CEO of Discover Puerto Rico

