

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

January 11 – January 17, 2020

Earned media placement highlights

131M IMPRESSIONS

Social reach highlights

25M IMPRESSIONS



## AFAR

**Puerto Rico Is Open for Tourism, Despite All Those Grim Earthquake Headlines**

"To help dispel any misconceptions that all of Puerto Rico is suffering from earthquake damage, Discover Puerto Rico... recently shared a map on Instagram detailing exactly which parts of the island have been affected by the earthquakes."

Related Coverage:



## INSIDER

**Next Stop: The 10 US Cities to Visit in 2020**



"San Juan is a beautiful town bursting with history, yet it's often overlooked as an inexpensive tropical escape."



**USA TODAY**  
A GANNETT COMPANY

**Find the Right Caribbean Island, from Luxurious St. Barths to Budget-Friendly Puerto Rico**

"Whether you're roaming the streets of Old San Juan or getting close to nature at a beach or river, it's easy to navigate the island without breaking the bank."



## MEN'S JOURNAL

**15 Warm-Weather Winter Vacations to Escape the Cold**

"Whether you're roaming the streets of Old San Juan or getting close to nature at a beach or river, it's easy to navigate the island without breaking the bank."



## POPSUGAR

**Fun in the Sun! Here Are the 10 Best Spring Break Destinations for 2020**



"No passport needed, San Juan, Puerto Rico doesn't require any money exchange or international cell phone plans, yet still transports travelers to a European-esque getaway."



For any questions, please contact: [Ingrid.Rosa@ketchum.com](mailto:Ingrid.Rosa@ketchum.com)

