PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

February 1 – February 7, 2020

Earned media placement highlights

54M+IMPRESSIONS

TRAVEL WEEKLY

Discover Puerto Rico's Chief Is Optimistic And Observant



"...we are open for business, we warmly welcome our visitors and our culture, music, dance, art, cuisine and natural beauty help differentiate this destination from others." – Brad Dean, CEO of Discover Puerto Rico

TRAVEL+ LEISURE Vieques Is Making A Comeback After Hurricane Maria – And Now Is The Time To Visit

"... he has driven me to the most seduded beaches, including the rugged and beautiful Playa Negra: a volcanic black sand beach accessible only by hiking through a shallow riverbed."



Also seen in: YAHOO! LIFESTYLE

POPSUGAR. 10 Must-Eat Street Foods When Traveling To The

Caribbean



"Visit any street-side stand on the Caribbean island of Puerto Rico and you'll be sure to find a variety of fried snacks stuffed with meat or cheese, which is also known as cuchifritos."

Social reach highlights **4M+IMPRESSIONS**





#GoForPuertoRico Campaign **Emphasizes Positive Travel** Trends

"#GoForPuertoRico,

focuses on the Island's

"resilient" spirit while

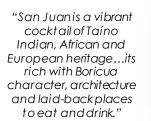
highlightingrecent

positive visitor arrival and

hospitality sector



What To Do In San Juan, Puerto Rico's Colourful Capital





UPSCALE Living magazine

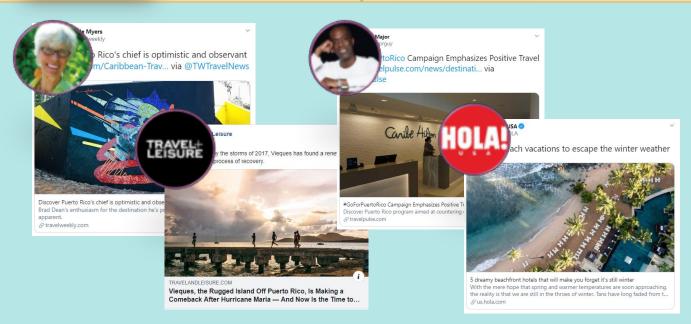


Print Issue: January 2020

Condado Vanderbilt Hotel Luxury Turns 100 San Juan

"The hotel's positioning in the Condado District also makes for an easy walk or commute to upscale boutique shops, cozy parks, dozens of restaurants, and historic Old San Juan."

Ketchum





For any questions, please contact: Ingrid.Rosa@ketchum.com