

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

February 8 – February 14, 2020

Earned media placement
highlights

191.8M+ IMPRESSIONS

Social reach
highlights

10.1M+ IMPRESSIONS

10 USA TODAY 10Best

Best Caribbean Rum Maker



#3: Ron Del Barrilito

Best Caribbean
Golf Course



#1: East Course at Dorado Beach
#2: St. Regis Bahia Beach Course
#10: Links at Royal Isabela

Best Restaurant in
the Caribbean



#5: Marmalade
#6: 1919 Restaurant

Best Caribbean
Beach Bar



#5: The Beach House

TRAVEL WEEKLY

Puerto Rico Campaign: The Best Way to Support Is To Visit

"Now, more than ever, hotels, small business owners, restaurants, artisans and tour operators, among other tourism partners, welcome visitors with open arms, which in turn will spur the local economy." – Leah Chandler, CMO of Discover Puerto Rico



The 19th Hole Episode 112: Discover Golf in Puerto Rico!



"It's the return of the PGA Tour and the amazing golf experiences available every day [in Puerto Rico]."

elite daily

10 Romantic Trips for Couples in Their 20s That You Shouldn't Sleep On

"The perk of a spot like Old San Juan, Puerto Rico is that — amongst the greenery and colorful atmosphere — there's a lot of culture to learn about and soak up, too."

recommend

helping travel advisors sell travel

Puerto Rico Open for Business

"Drawing inspiration from Puerto Rico's resilient spirit, the new creative focuses on the Island's diverse offerings, and communicates that by traveling, visitors are fueling local communities."



The collage includes several social media posts:

- A tweet from @travelweekly mentioning the Puerto Rico campaign and providing a link to travelweekly.com/Caribbean-Trav...
- A tweet from @thepointsguy mentioning a points and miles guide to Puerto Rico.
- A post from Recommend Magazine mentioning the Puerto Rico campaign and providing a link to discoverPuertoRico.
- A tweet from @10Best mentioning the Best Caribbean Golf Course nominees and providing a link to 10best.com.
- A tweet from @CTPuertoRico mentioning the #Caribbean? campaign and providing a link to travelPuertoRico.com.