

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

July 4 – July 10, 2020

Earned media placement
highlights

287M+ IMPRESSIONS

Social reach
highlights

51M+ IMPRESSIONS

Forbes

**Puerto Rico Plans Reopening
to Travelers on July 15**



"We have worked alongside the local tourism industry to communicate the abundance of caution Island officials have taken since the onset of COVID-19" – Brad Dean, CEO of Discover Puerto Rico

**Puerto Rico Travel
Restrictions: Island Outlines
Plan to Reopen Tourism on
July 15**

**TRAVEL
PULSE**



"Puerto Rico exercised an abundance of caution since the onset of COVID-19, which enables us to confidently reopen for in-bound tourism on July 15." – Brad Dean, CEO of Discover Puerto Rico

**The Top 25 Resort Hotels in the
Caribbean, Bermuda, and the
Bahamas**



Dorado Beach, a Ritz Carlton Reserve



St. Regis Bahia Beach Resort

**TRAVEL+
LEISURE**

**Top 25 Islands in the
Caribbean, Bermuda, and the
Bahamas**



Vieques



Culebra

**The Best Island in the
Caribbean for Every
Type of Traveler**



**MATADOR
network**



"San Juan is a nonstop party. It's a city obsessed with salsa dancing, but it finds every excuse to stay up late, from techno clubs to late-night bars blasting reggaeton."

PureWow

**How to Make a Piña
Colada at Home,
According to the Hotel
Bar That Invented It**

"Over time, Caribe Hilton quickly became a major hot spot for tourists and celebrities alike (as it still is today), having hosted everyone from Liz Taylor to Sophia Loren to Barack Obama."



travelmarket
Voice of the Travel Professional report

**Puerto Rico Adds
Negative COVID-19
Travel Requirement**



"Puerto Rico will require visitors to take a COVID-19 swab test prior to travel. The newly announced executive order comes as the U.S. territory readies to reopen for inbound tourism on July 15."

**Commissions of Up to
15% for Puerto Rico Stays**

TRAVEL WEEKLY



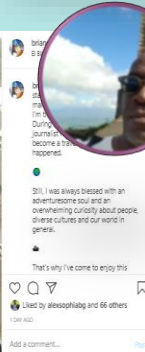
"Discover Puerto Rico has launched a travel advisor commission program, highlighting certain properties where advisors will be paid a special commission for a limited time."

PureWow
July 4 at 1:59 PM · 🌐

Don't forget the tiny umbrellas.



PUREWOW.COM
How to Make a Piña Colada at Home, According to the Hotel Bar That Invented It
Don't forget the tiny umbrellas.



Travel + Leisure
23 hrs · 🌐

World's Best Awards: Just think, Bermuda and the Bahamas are on the flight from New York. Here are the Best Resorts in Bermuda and the Bahamas according to our readers.



TRAVELANDLEISURE.COM
The Top 25 Resort Hotels in the Caribbean, Bermuda, and the Bahamas

**TRAVEL+
LEISURE**

DISCOVER
Puerto Rico

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

Ketchum