

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

July 18 – July 24, 2020

Earned media placement highlights

362M+ IMPRESSIONS



More Travel Guidelines Impacting Puerto Rico (Video)

"We've been encouraging people to only travel to Puerto Rico if it's essential."
-Brad Dean, CEO of Discover Puerto Rico



Social reach highlights

81M+ IMPRESSIONS

Puerto Rico Wanted Tourists, But With Coronavirus Spiking, It Has Changed Plans



"Discover Puerto Rico, the not-for-profit entity that works with the government to promote the island as a vacation destination, acknowledged it's not the right time for a visit."



Everything You Need to Know If You Had Plans to Travel to Puerto Rico

INSIDER



"However, due to the rising number of COVID-19 cases in Puerto Rico, officials announced on July 16 that it's urging people to avoid nonessential travel to the island, according to Discover Puerto Rico, the island's official tourism board."



Puerto Rico Postpones Its Reopening Amid COVID-19 Surge

"The official travel advisory states, 'A continuous assessment of the situation in Puerto Rico and in the United States will influence Island-wide orders that prioritize health and safety.'"



AFAR

Puerto Rico Rolls Back Its Tourism Reopening Due to Spike in COVID-19 Cases

"In addition to completing a travel declaration form provided by the Puerto Rico Health Department, those who enter Puerto Rico will be required to provide proof of negative molecular tests (nasal or throat swabs) from 72 hours prior."



Puerto Rico Abandons Reopening Plans After Coronavirus Spike



"Our message now is that Puerto Rico isn't prepared to receive tourists. It's better that they stay at home until the virus is contained."
-Anamari Caratini, Discover Puerto Rico

