

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

July 1 – 31, 2020

Total Earned Impressions: **2.6B+ IMPRESSIONS**

Total Ad Value **\$47M+ USD**

Tonality: **88% Positive 12% Neutral**

Total Earned

Placements

Approx. 203*

**includes social*



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."



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



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.'"



Puerto Rico Puts Tourism on Hold



TRAVEL WEEKLY

"Beaches are only open to those doing solo sports or exercise training from 5 a.m. to 7 p.m. Theaters, casinos, bars, clubs, attractions, and gyms are closed. Alcohol sales are banned after 7 p.m. Restaurants and museums are operating at 50% capacity."

TRAVEL+ LEISURE

It's National Forest Week — Here's How to Celebrate

"On Wednesday, Forest Supervisor Keenan Adams of Puerto Rico's El Yunque National Forest will share information about the only tropical rainforest included in the National Forest System."



Budget Travel

Puerto Rico to Keep Its Borders Closed to Non-Essential Travel Indefinitely

"Puerto Rico has done a decent job keeping Covid-19 under control, thanks to a series of health and safety guidelines aimed at keeping both visitors and residents from spreading the virus."



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

AFAR

"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."

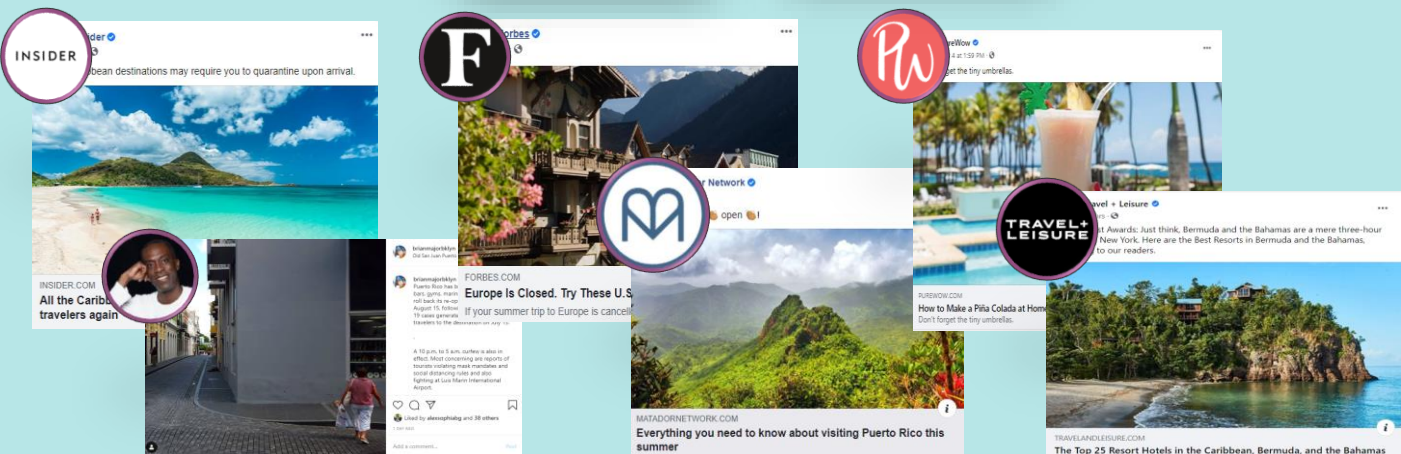


Puerto Rico Abandons Reopening Plans After Coronavirus Spike



TRAVEL PULSE

"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 Carafini, Discover Puerto Rico



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

