

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

October 16 – October 23, 2020

Earned media placement highlights

**461M+ IMPRESSIONS**

## Robb Report

### Freedom at Sea (PRINT)

"With its colorful, vibrant culture, Puerto Rico offers a unique blend of history, nature, art and entertainment. Old San Juan's narrow streets are lined with pastel colonial houses, bars, restaurants and music venues that are always festive."

Date: 10/23

Social reach highlights

**26.6M+ IMPRESSIONS**

## TRAVEL PULSE

"We've all read about the Great Depression, we lived through the 'Great Recession' and we're all going to be a part of the 'Great Recovery.'" – Discover Puerto Rico CEO Brad Dean."

### Past Challenges Guide Puerto Rico's COVID-19 Recovery



Date: 10/19

## Smartmeetings Experiences

### All Meetingprofs Want Is a Production Studio

"The Puerto Rico Convention Center Broadcast Studio can be set up in any of the 15 meeting rooms or 29 break-out rooms and includes livestreaming, video broadcast and interactive video editing."

Date: 10/22

### Delectable Destinations that Satisfy Your Chocolate Cravings



Date: 10/20

## Forbes

"Wyndham Grand Rio Mar Resort is nestled on 500 acres along a mile-long section of golden beach adjacent to the El Yunque National Rainforest and the Mameyes River."

## UPROXX

### Get in the Fall Spirit with One of these Bartender-Approved Porters

"Most of us have more time now, if so, I will recommend a proper porter tasting. If not, my favorite one is Great Lakes Edmund Fitzgerald." – Roberto Berdecia, Bartender at La Factoria in San Juan, Puerto Rico."

Date: 10/23

## lonely planet

### How these Caribbean Islands Are Supporting Sustainable Agriculture

"By putting money back into local agriculture, 1919 and other restaurants on the Island help farmers with additional sustainability efforts..."



Date: 10/21