

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

November 13 – November 20, 2020

Earned media placement highlights

237M+ IMPRESSIONS



Discover Puerto Rico Launches Small Business Commerce Site



"The site offers travelers opportunities to "experience the Island's rich culture from the comfort of their homes and inspire a future trip in 2021," said Discover Puerto Rico officials."

Date: 11/20

Social reach highlights

6M+ IMPRESSIONS



Surprising Holiday Traditions from Around the World



"In many places, the holidays are a time to go door to door singing carols. Puerto Rico has added a unique twist to this tradition: the parranda."

Date: 11/16



Puerto Rico Implements COVID-19 Restrictions Once Again



"In addition to completing a travel declaration form, anyone who enters Puerto Rico will be required to supply proof of negative molecular tests from 72 hours prior."

Date: 11/16



Everything You Need to Know About Planning a Micro Wedding

"Resorts like La Concha, El Convento Hotel in Old San Juan, and the St. Regis Bahia Beach all have thoughtfully curated wedding packages for groups of 20 people at a ballpark of \$5,000 or less."

Date: 11/18



Striking Freestanding Bathtubs at Luxury Hotels Around the World

"The St. Regis Bahia Beach Resort in Puerto Rico just debuted the first residential-style suite as a part of its \$85 million Ocean Drive Beachfront luxury development."

Date: 11/19

How to Make the Original Piña Colada from Caribe Hilton

Islands



"The Puerto Rico resort is the birthplace of one of the most iconic cocktails ever created. You should know the story and the recipe."

Date: 11/16



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

