

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

January 1 – January 8, 2021

Earned media placement highlights

468M+ IMPRESSIONS

**AFAR**

**Puerto Rico Loosens COVID-19 Restrictions Once Again**

"Travelers who cannot postpone their trips must comply with all necessary requirements, including wearing face masks in public and following government mandated social-distancing efforts."



Date: 1/7

Social reach Highlights

12.5M+ IMPRESSIONS

**TRAVEL PULSE**

**Puerto Rico Revises Coronavirus Restrictions**



"Discover Puerto Rico officials are presently recommending only "essential travel" to the Island."

Date: 1/6

**TRAVEL WEEKLY**

**Caribbean Tourism Heavyweights on What to Look for in 2021**

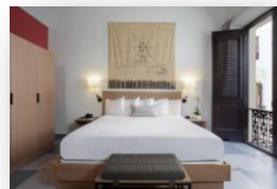
"2021 will launch the Great Recovery of travel and tourism. While the year begins deep in the midst of the pandemic, there's a heightened sense of optimism as vaccinations have begun." – Brad Dean, CEO of Discover Puerto Rico

Date: 1/5

**Forbes**

**The Best New Boutique Hotels Opening in 2021**

"With views over the colorful and cobblestoned streets of Old San Juan and the sun-blasted San Juan Bay, Palacio Provincial is the new 43-room boutique hotel where modernity and history meet."



Date: 1/5

**THE TRAVEL VERTICAL**

**Three Clever Campaigns: Coquí Frogs, Pirates of the High Seas and Avalanche Education**

"We're inviting future travelers to be inspired by our natural offerings in a safe and responsible way, as many are dreaming about their first trip when the time is right." – Brad Dean, CEO of Discover Puerto Rico



Date: 1/5

**PureWow**

**Yes, We Will Finally Travel Again in 2021—Plus 9 More Trends to Feed Your Wanderlust**

"Secluded and safe rooms at larger resorts with their own individual amenities will be sought out by travelers too, like the ones available at Hyatt Regency Grand Reserve. Here, rooms can have private plunge pools, an outdoor shower, outdoor dining areas, and more."

Date: 1/4

The collage features several social media posts:

- Travel+Leisure:** "Puerto Rico Will Reopen Its Beaches and Lift COVID-19 Lockdown Restrictions". Includes an image of a beach.
- Associated Press:** "Puerto Rico to Reopen Beaches After Lockdown". Includes the AP logo.
- Travel Pulse:** "Puerto Rico's governor issued an executive order revising the island's COVID-19 protocols". Includes an image of a street scene in Old San Juan.
- Dining Traveler:** "GIVEAWAY ALERT CLOSED". Includes an image of a woman smiling.