PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

January 22 – January 29, 2021

Earned media placement highlights 244M+ IMPRESSIONS

Social reach Highlights **11M+ IMPRESSIONS**



You Could Win a Trip to Puerto Rico By Simply Blocking Off a Week On Your Calendar

"Puerto Rico is a great option for travelers seeking warm temperatures, rich history, abundant natural attractions, delectable cuisine, and an international flair." – Brad Dean, CEO of Discover Puerto Rico



Also seen in:



MATADOR TRAVEL WEEKLY

meetings

iance

YOUR LINK TO LATIN AMERICA



Date: 1/28



"We're working to ensure that we're reaching the right travelers, and strategically opening the Island was in alianment with health and safety efforts." – Brad Dean, CEO of Discover Puerto Rico

LUXURY TRAVEL

Standout Caribbean Destinations for Your

Winter Getaway

"Once an exclusive Caribbean destination for royalty,

celebrities and socialites, Condado Vanderbilt remains

as luxurious today as it was then. Make your "Work From

Hotel" experience superior with your own Butler."

Excluded from New CDC Requirement, Puerto Rico Is Positioned to Welcome U.S. Travelers



Date: 1/26

"Puerto Rico is the 'Heart and Soul of the Caribbean,' and it has

adapted wonderfully well to the new normal in 2021."

Forbes

"Palacio Provincial is a new posh property that offers travelers an ultra-stylish home base for discovering the rich traditions of Old San Juan."



On-Site: Puerto Rico

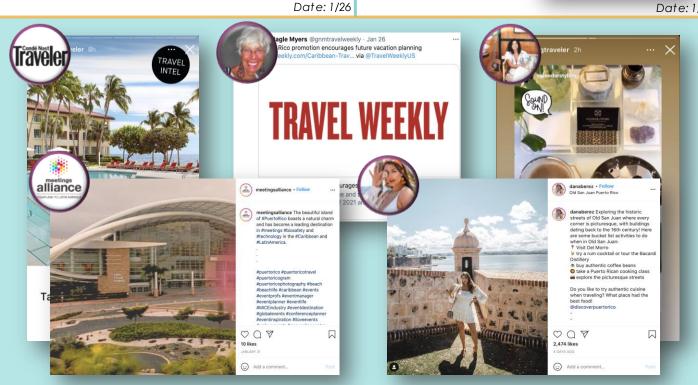


Date: 1/25

This Year's Most Highly Anticipated Hotel Openings



Date: 1/23





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

