

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

November 19 – December 3, 2021

Earned media placement highlights
160M+ IMPRESSIONS

Social reach Highlights
19M+ IMPRESSIONS

A Historic Return for Puerto Rico



"I'm surrounded by a team at Discover Puerto Rico who are just so passionate. They show up every day, good or bad, with a passion and excitement to share their island with the world." – Brad Dean, CEO of Discover Puerto Rico



Top Trending Travel Destinations for 2022

"With over 500 years of history, this Caribbean gem entices many with its easier entry requirements as a U.S. territory. It offers some of the only bioluminescent bays in the world."

Date: 11/27

Date: 11/26

The Best International Destinations in 2021 According to Black Travelers



4 Caribbean Destinations Where You Can Relax like a Movie Star



"San Juan, Puerto Rico is known for its lively bars, exciting nightlife, and historic sites, but, for many Black travelers, it's also a perfect place to unwind through a wellness getaway."



"Only 2.5 hours from Miami and less than four hours from New York, Puerto Rico is an easy winter destination (and no passport is needed for U.S. citizens)."

Date: 12/1

Date: 12/1

Forbes

Five Underrated Latin American Cities to Visit in 2022



The Best Things To Do in Puerto Rico: History, Surf and Tropical Adventures

"Those visiting Ponce are welcome to unwind with a Medalla at La Guancha—the city's boardwalk district—or spend time exploring the Castillo Serrallés, a 1930s-era mansion perched on two acres of verdant gardens."



"History is everywhere in Old San Juan—from El Morro and San Cristóbal forts to the Casa Blanca house where Ponce de León was purported to live, to the convent-turned-luxury hotel, El Convento."



Date: 11/28

Date: 11/28



10 Destinations Perfect for a Winter Vacation

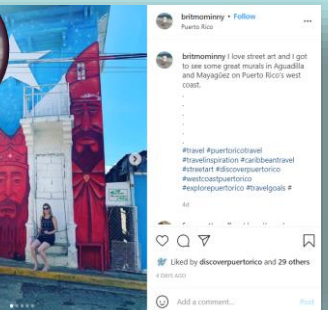
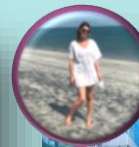
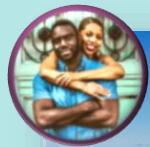
Plan Your Amazing Surfing Honeymoon at One of These Top Destinations

"This top vacation spot is a hot destination in winter thanks to unbeatable weather. Temperatures stay in the mid-70s even during the peak months of winter, and it's only a short plane ride from the East Coast with no passport needed."

"No passport? No problem. Check your board for the quick flight to San Juan, then head to the west side of the Island and base yourself at any coastal town to have everything from beginner to advanced breaks within a quick drive."

Date: 11/25

Date: 11/21



For any questions, please contact:
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