

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

January 1 – 31, 2021

Total Earned Impressions: **766M+ IMPRESSIONS**

Total Ad Value **\$5.9M+ USD**

Tonality: **99% Positive**

Total Earned
Placements

Approx. 846*

**includes social*

The New York Times

52 Places for a Changed World

"El Yunque, whose name is a derivation of an Indigenous Taino word, offers one of the most diverse ecosystems in the network, with wildlife including the famed coquí frog, the Island's unofficial symbol."



Date: 1/10

TRAVEL+ LEISURE

"One of the most impressive qualities of eastern Puerto Rico is the range of experiences available all in one day. Visitors can take a stroll along the beach, traverse mountains on horseback, and gorge on mofongo all before sundown."

This Underrated Region in Puerto Rico Is Home to Gorgeous Beaches, Mountains, and Cities



Date: 1/9

GreenBiz

This Puerto Rican Farm-to-Fork App Is Creating a Sustainable Food System on the Island

"Ingredients are to the cook what words are to a writer, and the more we have, the more interesting the story we can tell, while also contributing to the sustainability of ecosystems." – Martin Louzao, Cofounder of PProduce



Date: 1/20

Fodor's Travel

"In Puerto Rico, a cup of coffee isn't just a part of the day – it's an entire day's experience. The Island has mixed more than 200 years of history with this magical bean as the product quickly became an economic driver dating back centuries."

Is Your Hometown One of the Best Coffee Destinations in America?



Date: 1/17

Straight Talk: Brad Dean, President and CEO, Discover Puerto Rico

TSNN Trade Show News Network



"I'm continually inspired knowing that when we do our jobs well and keep the magic of our destination at the center of our focus, our Island and its people benefit along with those visiting." – Brad Dean, CEO of Discover Puerto Rico

Date: 1/14

Pantone's New Color Is Inspired by the Sunshine in Puerto Rico



HouseBeautiful

"Puerto Rico has so much sunshine to spare. As the winter is upon much of the U.S., we're sharing the color of sunshine to revitalize people, especially during these coldest and darkest months." – Leah Chandler, CMO of Discover Puerto Rico

Date: 1/17

15 Reasons to Add Puerto Rico to Your 2022 Bucket List

AAA Club Alliance



"San Juan is a must, especially its premier UNESCO World Heritage Site of Old San Juan. Step back in time while meandering its cobblestone streets, which are home to 16th-century fortresses and walls and a vibrant nightlife."

Date: 1/26

Puerto Rico Featured on TODAY with Hoda & Jenna [Broadcast]



Date: 1/25

