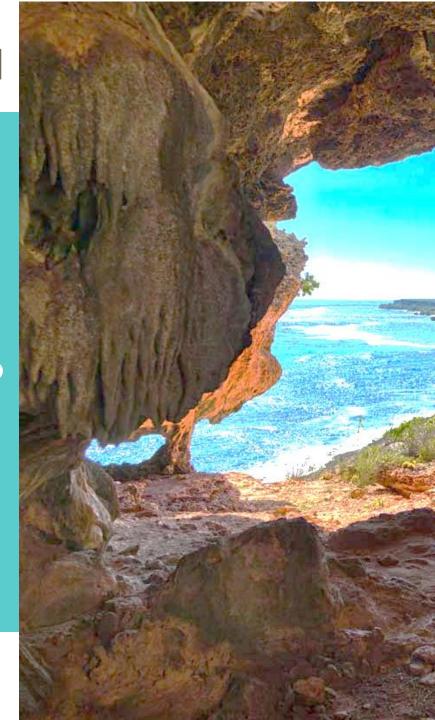
# **ANNIVERSARY** PLAN

WE STRIVED FOR BALANCED NEWS

WE WERE INTENTIONALLY DISRUPTIVE TO BREAK THROUGH

WE REMINDED ALL AUDIENCES THAT PUERTO RICO HAS HAD ONE OF THE STRONGEST TOURISM COMEBACKS

WE IGNITED A MOVEMENT FOR PROGRESS



Discover PUERTO RICO

## SURROUND SOUND APPROACH WORKED

We invited 10-15 social influencers & media on the ground in Puerto Rico during the month of September sharing positive imagery & updates

We went back to **all influencers and media (100+)** that we've worked with to tell the comeback story to help drive positive coverage and social chatter two weeks leading up to the one-year anniversary

We **conducted a NYC media tour** with Brad to spread word of the comeback and that one of the best ways to support the Island is by visiting

We **pulled together a toolkit of assets** to share with media to use in their coverage

And with your help, we created a local movement for the #CoverTheProgress initiative





# #CoverTheProgress HITS

### A Puerto Rican Town Wrote 'S.O.S. in the Street after Hurricane Maria. Now It Has a **New Message**



"The island's tourism industry has worked very hard to come back strong. There's a lot to celebrate and we don't want the one-year anniversary (of Maria) to set us back." - Brad Dean, CEO of Discover Puerto Rico

Also Seen In:









cheddar









### 2 Photos Show Despair and Hope in Puerto Rico







Live segment featuring JP Polo discussing the #CoverTheProgress **Invitiative** 

### New Campaign Looks to Increase Tourism in the Island







# #CoverTheProgress HITS CONT'D





### A Year After Maria, Puerto Rico's Tourism Industry Wants To Welcome Back Visitors

"Discover Puerto Rico announced a new initiative to underscore the progress Puerto Rico's tourism has made since Hurricane Maria. As part of this initiative, local members of Humacao, are encouraging travelers to be a part of Puerto Rico's comeback story.

Also seen in:









# **Forbes**



### How Puerto Rico Is Using Tourism To Rebuild After Hurricane Maria

"And recover they did. Recent reports say that 90% of total hotel inventory is up and running, with over 4,000 restaurants and 186 attractions open. And by all accounts, their efforts have been successful. Inbound flight arrivals back to pre-Maria numbers, hitting 4,866 inbound flights this August, according to Discover Puerto Rico.





# ON SOCIAL TOO









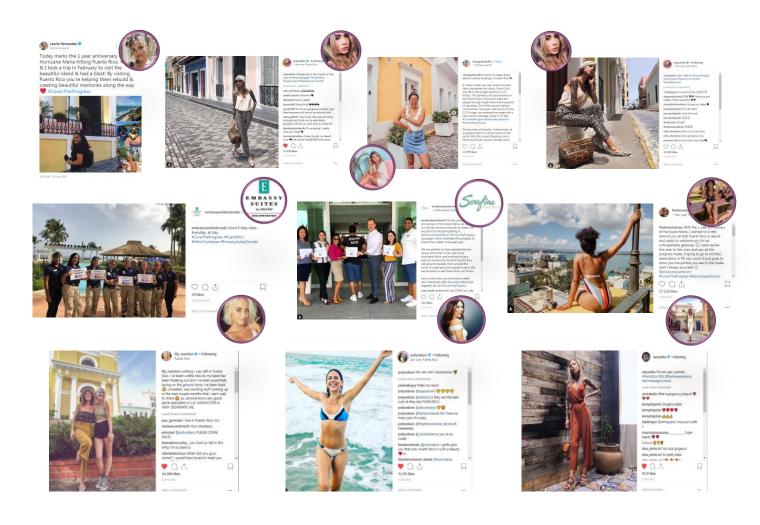




9:11 AM - 20 Aug 2018 from Marbella. Spain

226 Retweets 1,017 Likes 🚯 🚳 🚳 🚳 💆 😃

# AND TONS OF INFLUENCERS





# 1,003,097,468 billion impressions

Positive conversation **Grew** from 50% in July to 80% postanniversary in December

Positive perception of Puerto Rico as a destination improved 23% in one year

