

PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

December 29, 2018 – January 4, 2019

Earned media placement
highlights

90M+ IMPRESSIONS

Social reach
highlights

13.7M + IMPRESSIONS



The Best Trips To Take In Winter



"Besides beaches with decadently warm water, the Island has an abundance of cultural activities, including the recently opened MADMi, which offers pink Instagram-approved walls."

Can You Take A New Boyfriend On The Same Vacation You Took An Ex?



"It was the kind of destination where, in one long weekend, one can appreciate a little of everything—from its urban settings rich with culture to its environmental wonders."



The Best New Hotels To Book Around The World In 2019



*Caribe Hilton and Meliá Coco Beach included

Robb Report

How Luxury Hotels Became An Unexpected (And Vital) Force In The Caribbean's Recovery

"In the case of resilient Puerto Rico—which has directed millions of dollars to recovery as well as new developments aimed at preparedness for future storms—that betterment comes as the result of well-coordinated networks with broad support."



The Perfect Weekend Getaway? It Might Just Be Puerto Rico

"The average tourist can have a perfectly lovely visit. And you should, because one of the best ways to support the Island is to spend money there."



51 Affordable Discoveries Across America 2019

"...the capital has mostly rebounded, and in historic Old San Juan, the cobblestone streets, lined with colorful buildings, are flooded with people."



TRAVEL WEEKLY

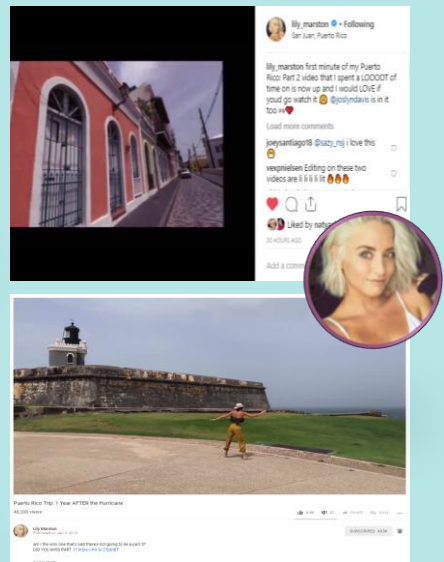
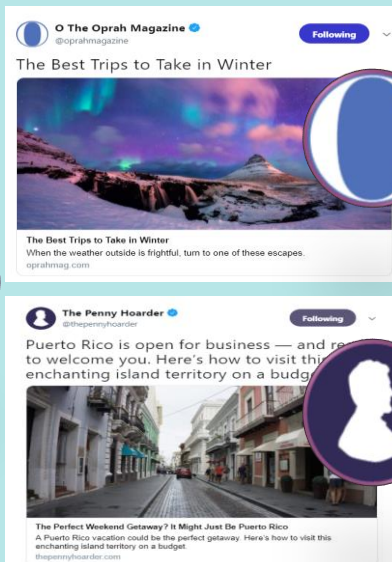
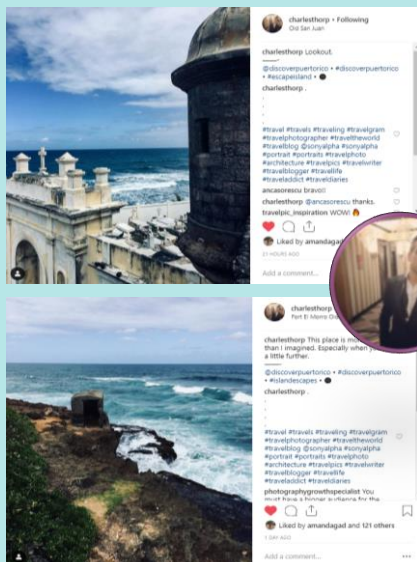
Reopenings And New Hotels Of Note

"In Puerto Rico, the St. Regis Bahia Beach Resort reopened in December following a \$60 million renovation. The property's revamp includes 139 refurbished rooms and suites, featuring a new color scheme of whites and light blues."



Puerto Rico's Comeback Story Thrives On Arts, Gastronomy And Heritage

"If you look at the art, the history, the culture, the dance and the gastronomy with our vibrant foodie scene, Puerto Rico differentiates itself from other destinations,"
- Brad Dean, CEO of Discover Puerto Rico.



PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

January 5, 2019 – January 11, 2019

Earned media placement
highlights

752M+ IMPRESSIONS

Social reach
highlights

130M + IMPRESSIONS

The New York Times

Why Puerto Rico Is No. 1 On Our Places To Go List

"Puerto Rico's recently formed destination marketing organization, Discover Puerto Rico, is steering attention to more far-flung attractions because, officials said, about 77,000 tourism jobs depend on it."



52 Places To Go In 2019

"Puerto Rico is on the rebound. Tourism officials say that cruise ship traffic is healthy, hotel room occupancy is climbing back to pre-hurricane levels and many major attractions are open or partly open."



The 19 Best Places To Travel In 2019

BAZAAR

"...this destination once frequented by U.S. travelers for its abundance of culture, diversity of landscape, and luxury hotels is making a comeback."



FOOD & WINE

10 Vacation Ideas Abroad You'll Want To Book Immediately For 2019

"Bringing tourism back to Puerto Rico is one of the most important ways we can all contribute to the rebuilding efforts following the effects of Hurricane Maria."

THE ZOE REPORT

"Grab your girls and head for sun, sand, and salty water to the paradise that's Puerto Rico. Even if you're short on cash and time, you can escape the holiday drama at this tropical getaway."

Valentine's Day Weekend Getaway Ideas You Can And Should Plan Now



NEWNOWNEXT

San Juan Is Ready For Your Visit

"So, yes, Puerto Rico is open and ready for you to visit. And, with all it has to offer—including the many, many beautiful and friendly locals—we can't help but wonder: Why haven't you booked a ticket yet?"



Why Puerto Rico Should Be Your Next Island Getaway

nerdwallet

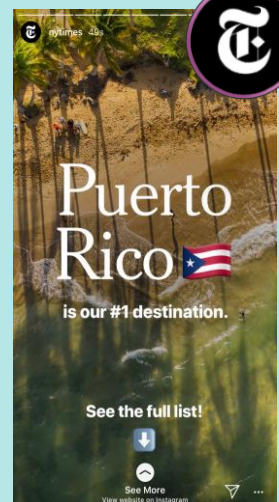
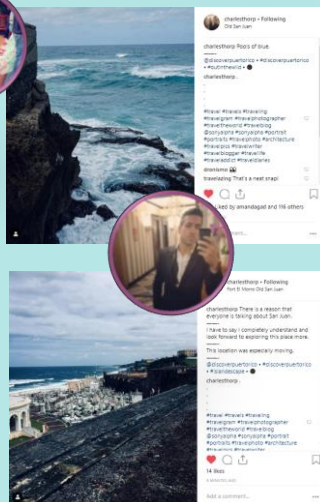
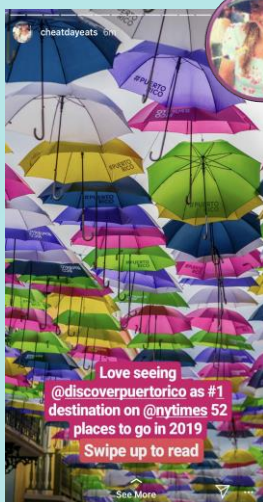
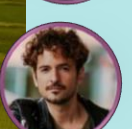


"Tourism on the Island is on an upswing following Hurricane Maria, and visitors will be enchanted by Puerto Rico's vibrant culture, white sand beaches and impossibly blue water."

The New York Times

Why Puerto Rico Is No. 1 on Our Places to Go List

Recovering from Hurricane Maria, in 2019 the island represents so many fragile spots around the globe.



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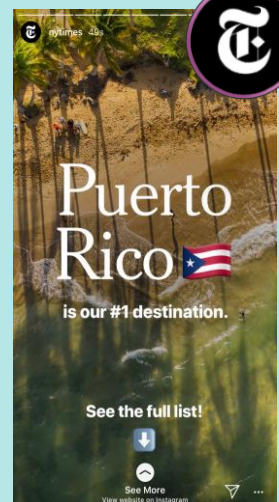
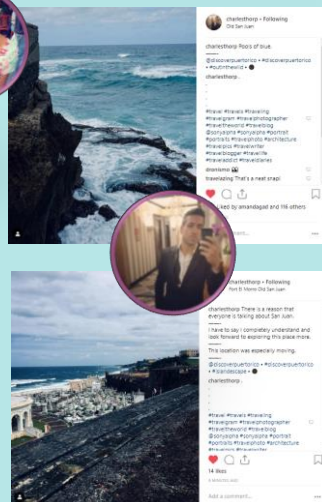
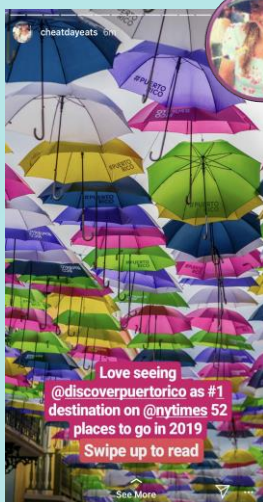
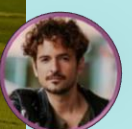


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PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

August 18 – August 24, 2018

Earned media placement
highlights

336M + IMPRESSIONS

Social reach
highlights

97M + IMPRESSIONS



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:

TRAVEL60WEEKLY
THE TRAVEL INDUSTRY'S TRUSTED VOICE

cheddar

FOX NEWS

PRIMERA
HORA

YAHOO!
NOTÍCIAS

el Vocero

People

CNN
EN ESPAÑOL

HLN

2 Photos Show Despair and Hope in Puerto Rico



Live TV segment featuring Leah Chandler, CMO of Discover Puerto Rico, discussing the #CoverTheProgress Initiative

UNIVISION
PUERTO RICO

New Campaign Looks to Increase Tourism in the Island

Live segment featuring JP Polo discussing the #CoverTheProgress Initiative



THE WALL STREET JOURNAL.

Puerto Rico's Hotels Offer Rare Good News in Aftermath of the Hurricane



"Puerto Rico is still beset by damaged infrastructure and waterlogged real estate nearly a year after Hurricane Maria. But its hotel market is emerging as a rare bright spot."

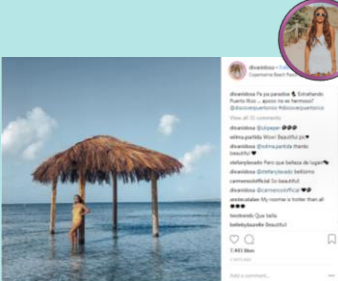
TIME

World's Greatest Places 2018



"In the aftermath of Hurricane Maria, this beachfront resort extended its rebuilding efforts to the surrounding community, helping to clear blocked roads and offering food and transportation to volunteers."

Also Seen In: CNN msn



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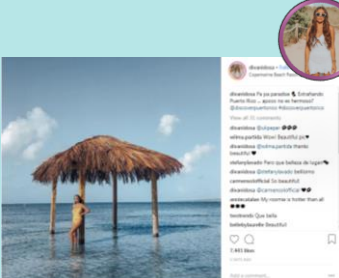
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PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

September 15, 2018 – September 21, 2018

Earned media placement highlights

245.6M + IMPRESSIONS

Social reach highlights

80.6M + IMPRESSIONS



A five-minute live TV segment on FOX Good Day New York featuring Brad Dean, CEO of Discover Puerto Rico, highlighting the Cover The Progress Campaign and the importance of tourism returning to Puerto Rico



Hurricane Maria One Year Later: Puerto Rico Is 'Eager To Welcome Visitors'



One year later, the Island that depends so much on tourism has a message for travelers: It wants and needs them to return. "The tourism industry has recovered, and we are ready and willing and eager to welcome visitors," says Brad Dean, CEO of Discover Puerto Rico.



"There has never been a more important time for tourism in Puerto Rico than today and right now there is no better than way to help your fellow American citizens in Puerto Rico than to schedule your next vacation to the Island," said Brad Dean, CEO of Discover Puerto Rico



Yes, You Should Be Traveling To Puerto Rico Now — Here's How To Do It Responsibly



Puerto Rico Travel: San Juan Back In Action A Year After Hurricane Maria

One Year After Deadly Hurricane Maria, The Best Way To Help Puerto Rico Is To Vacation There



SUCCESSFUL MEETINGS

Hospitality Leaders Tout Puerto Rico As A "Comeback Story That Our Industry Have Never Seen"

