

# 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:



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

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



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

Live segment featuring JP Polo discussing the #CoverTheProgress Initiative



# #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.*

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# ON SOCIAL TOO



**CNN** @CNN  
 A Puerto Rican town wrote 'S.O.S.' in the street after Hurricane Maria. Now it has a new message: [cnn.it/2N6sCoQ](http://cnn.it/2N6sCoQ)



7:10 AM - 20 Aug 2018  
 408 Retweets 1,373 Likes



**NowThis**  
 August 20 at 4:05 PM  
 Puerto Rico's tourism industry wants people to see how far it has come since Hurricane Maria



but now the island community has a new message to share

64 Comments 150 Shares 89K Views



**CBS News** @CBSNews  
 Two pictures. 11 months apart. With very different messages. Here's a town in Puerto Rico that went from being desperate for food and water in the aftermath of Hurricane Maria to welcoming tourists. [cbn.ws/2OUeu2j](http://cbn.ws/2OUeu2j)



5:24 PM - 22 Aug 2018  
 14 Retweets 148 Likes



**Travel Weekly**  
 September 12 at 12:40 PM  
 Perhaps few parts of the travel industry were harder hit by the 2017 hurricane season than cruise lines. Pricing is still down, but the Caribbean is slowly recovering.



TRAVELWEEKLY.COM  
 One year after Irma & Maria, Caribbean cruising still on the mend: Travel Weekly



**Thrillist**  
 September 9 at 1:10 PM  
 The dollar goes a long long way.



THRILLIST.COM  
 There's Never Been a Better Time to Visit Puerto Rico

719 126 Comments 241 Shares



**José Andrés** @chefjoseandres  
 A Puerto Rican town wrote 'S.O.S.' in the street after Hurricane Maria. Now it has a new message @CNNTravel [cnn.it/2vX7NFu](http://cnn.it/2vX7NFu) happy to see! @WCKitchen delivered there Thousands of meals daily for weeks, plus we helped with medical beds and furniture is some homes! Beautiful



A Puerto Rican town wrote 'S.O.S.' in the street after Hurricane Maria. Now it ... Punta Santiago, whose S.O.S. in the street became the iconic image in the Hurricane Maria aftermath, has a new message of hope in Puerto Rico 11 months later -- on ... [cnn.com](http://cnn.com)

9:11 AM - 20 Aug 2018 from Marbella, Spain  
 226 Retweets 1,017 Likes

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**1,003,097,468 billion impressions**

Positive conversation **grew** from **50%** in July to **80%** post-anniversary in December

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



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