

DECEMBER PR ACTIVITIES SNAPSHOT



In December, the Visit Panama PR + Communications team continued conversations with high-level media around the re-opening of Panama's borders, securing coverage in top-tier publications including *The New York Times*, *Forbes* and *Travel + Leisure*. On December 15, the PR + Communications team stopped proactive media communication after the Panamanian government announced new restrictions throughout the holidays, and drafted reactive media statements for potential inquiries about general updates and gender-specific restrictions as new updates were provided.

The team continues to work on the Discovered by Your Nature activation, working to build out the associated website and sweepstakes. Additionally, the team has been sourcing influencer talent to promote the activation, while also working with the media team to provide paid support.

2

PITCHES
DISTRIBUTED

6

EARNED
MEDIA
ARTICLES

5

REACTIVE
MEDIA
STATEMENTS

1

ACTIVATION
PREPARATION

DECEMBER MEDIA COVERAGE SNAPSHOT

TOTAL IMPRESSIONS: 209,796,835

The New York Times

I'm a U.S. Citizen. Where in the World Can I Go?



Forbes

Coronavirus Travel Restrictions Updates For December



TRAVEL+LEISURE

Where Can Americans Travel Right Now? A Country-by-country Guide



TimeOut

All the countries that are open to Americans right now



SMARTERTRAVEL

Where Can Americans Travel Right Now?



DECEMBER SOCIAL MEDIA SNAPSHOT

In December we focused our organic social efforts on Panama's islands and beaches (Blue Route), Darien National Park and Los Picachos de Olá (Green Route), and the December holiday season (Cultural Route).

25
POSTS

472K
TOTAL IMPRESSIONS

20K
TOTAL ENGAGEMENTS

MONTH OVER MONTH: TOTAL MENTIONS

December Total Mentions - 142



November Total Mentions - 151



COMPARISON

During the month of November, there were **151 articles** mentioning Panama in relation to tourism from our target markets. This was a result of the PR team continuing to highlight Panama's reopening to international travelers.

Compared to the last reporting period, there were **142 articles** in December. While there continued to be top-tier coverage highlighting Panama's reopening, the spikes in coverage can be attributed to articles highlighting [Lindblad Expeditions-National Geographic](#) cruises confirming operation in Panama.

MONTH OVER MONTH: SHARE OF VOICE

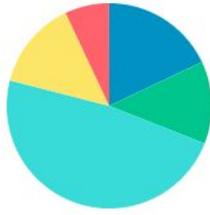
December Share of Voice



- Visit Panama
- Puerto Rico Tourism
- Visit Mexico
- Visit Costa Rica
- Colombia Tourism

| | |
|-----------------------|-----|
| ● Visit Panama | 11% |
| ● Puerto Rico Tourism | 37% |
| ● Visit Mexico | 39% |
| ● Visit Costa Rica | 9% |
| ● Colombia Tourism | 4% |

November Share of Voice



- Visit Panama
- Puerto Rico Tourism
- Visit Mexico
- Visit Costa Rica
- Colombia Tourism

| | |
|-----------------------|-----|
| ● Visit Panama | 18% |
| ● Puerto Rico Tourism | 13% |
| ● Visit Mexico | 48% |
| ● Visit Costa Rica | 14% |
| ● Colombia Tourism | 7% |

Key Messages



While the share of voice for Panama decreased month over month, coverage remains higher than competitors Costa Rica and Colombia tourism. The significant increase for Puerto Rico in December can be attributed to a large amount of coverage promoting Discover Puerto Rico's new conservation and sustainability initiative, "[Adopt a Coquí.](#)"

DECEMBER AD AND PR EQUIVALENCY

The December media coverage generated the below advertising and public relations value. Ad Equivalency shows how much it would potentially cost to buy the total press coverage. PR Equivalency is calculated by multiplying the readership, potential viewership, and average ad cost.

ONLINE NEWS

Ad: \$542,172

PR: \$1,626,516

BLOGS

Ad: \$2,891

PR: \$8,673

TELEVISION

Ad: \$720

PR: \$2,160

Total Ad Equivalency: \$545,783
Total PR Equivalency: \$1,637,349