

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

AUGUST 5 - 12, 2022

EARNED MEDIA PLACEMENT HIGHLIGHTS

61M+ IMPRESSIONS

SOCIAL REACH HIGHLIGHTS

15M+ IMPRESSIONS

THESE NATURAL SWIMMING POOLS IN PUERTO RICO ARE AN INSTAGRAM DREAM



TRAVEL+ LEISURE

"Everyone thinks of beaches when they think of Puerto Rico, but head inland toward natural, freshwater swimming pools for some of Puerto Rico's best-kept secrets."

Date: 8/10 Date: 8/8



Coleman Concierge
AMAZING ADVENTURES FOR ORDINARY PEOPLE

"Diving in Fajardo is unique because it's where the Atlantic meets the Caribbean, only five miles away from the deepest part of the Atlantic, the Puerto Rican trench."

REVIEW OF SIMPATICO CHARTERS – DIVING AND SNORKELING IN PUERTO RICO



THE ONLY TROPICAL RAINFOREST IN THE U.S. CAN BE FOUND IN PUERTO RICO



"El Yunque National Forest covers over 28,000 acres and is also the largest block of public land in Puerto Rico. While one of the smallest American national forests, it is also one of the most biologically diverse."

Date: 8/11 Date: 8/10

The Washington Independent

"El Yunque is the only tropical rainforest in the United States. Each year, it receives more than 200 inches of rain."

EXOTIC VACATIONS – DISCOVER THE MAGIC OF THESE UNIQUELY BEAUTIFUL GETAWAYS



NO PLANS FOR LABOR DAY WEEKEND?



NEW YORK POST

"No passport? No problem. The Royal Sonesta in San Juan, Puerto Rico is a dream with stunning ocean-view rooms."

Date: 8/8 Date: 8/10

AdAge

HOW TRAVEL BRANDS ARE MARKETING AMID INFLATION AND RECESSION FEARS

"By looking at where to advertise, the agency [Discover Puerto Rico] is targeting U.S. markets where airfare to Puerto Rico is the lowest and avoiding areas with expensive flight growth."



Ketchum

FOR ANY QUESTIONS, PLEASE CONTACT:
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DISCOVER
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