

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

SEPTEMBER 2 - 9, 2022

EARNED MEDIA
PLACEMENT HIGHLIGHTS

49M+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

17M+ IMPRESSIONS

COSMOPOLITAN

WHY YES, YOU
ABSOLUTELY DESERVE A
SOLO WELLNESS WEEKEND
IN PUERTO RICO

25 GIRLS WEEKEND
GETAWAYS THAT WON'T
BREAK THE BANK

TRAVEL+
LEISURE

"This trip got me out of my comfort zone in the best way possible: I hiked barefoot through the Yunque rainforest, took a dip in the literal fountain of youth, and ate so many (edible) flowers while learning a lot about Puerto Rico's wellness practices."



"Looking for a sunny and warm vacation spot for your next trip with your ladies? Check out San Juan, Puerto Rico. The colorful Caribbean city is ready to welcome you post-pandemic."

Date: 9/8

Date: 9/2

DISCOVER PUERTO RICO
REVEALS VISITOR
PROFILE DATA

TRAVEL
2
LATAM

MEETINGSNET

WHERE INCENTIVE WINNERS WANT TO GO
(VERSUS WHERE THEY ACTUALLY GO)

*Río Grande, Puerto Rico is included

"The study confirms Discover Puerto Rico's research that local culture is positioned as a motivation for travel, the essence of the Live Boricua campaign."

Date: 9/9

Date: 9/8

Date: 9/3

21 BEST DAY TRIPS FROM SAN JUAN, PUERTO RICO (BY A LOCAL!)



THINGS TO DO IN CULEBRA,
PUERTO RICO: HOW TO PLAN
YOUR TROPICAL ESCAPE

CASA ALTERNATIVA REVIEW: A
TRANSFORMATIONAL RETREAT
IN PUERTO RICO

A REVIEW OF EL YUNQUE VIEW
TREEHOUSE, A TINY HOUSE
IN PUERTO RICO

