

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

OCTOBER 28 – NOVEMBER 4, 2022

EARNED MEDIA
PLACEMENT HIGHLIGHTS

3M+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

2M+ IMPRESSIONS

EATER
AUSTIN

EVERYTHING YOU NEED TO
KNOW ABOUT THE AUSTIN
FOOD & WINE FESTIVAL 2022

“Around the festival grounds are sponsored vendor booths and stalls. Of note, Discover Puerto Rico: San Juan chef Mario Pagán and mixologist Israel Bravo will make the trek to Austin to serve a food and cocktail pairing at the fest.”



Date: 11/4

FIVE REASONS TO EAT AND
DRINK IN PUERTO RICO

**TRAVEL
PULSE**

“Puerto Rican cuisine has evolved into a true gastronomic paradise. Constant creativity and unstoppable transformation have been driving force. Puerto Rico’s culinary scene is more thriving and vibrant than ever.”

Date: 11/2



Travel Off Path

AMERICANS CAN EXPERIENCE
THIS AMAZING CARIBBEAN
DESTINATION AND LEAVE
THEIR PASSPORTS AT HOME



“Having never been to Puerto Rico, I still felt like I was traveling to another country outside of the States. With Puerto Rico being a U.S. territory however, flying into San Juan was like any other domestic flight.”

Date: 11/1

Skift
MEETINGS

MEETING SPACES EVOLVE TO ACCOMMODATE HYBRID WORK
DEMANDS

“The range of things to do for team-building on-site and off-site, the direct flights, and the ease of getting here with no passport means I’m competing with markets I never did before — and I’m winning them,” – Nereida Amador, Director of Sales and Marketing at Hyatt Regency Grand Reserve

Date: 11/2

**TRAVEL
PULSE**

2022 TRAVVY AWARDS HONORS THE BEST AND BRIGHTEST IN
TRAVEL INDUSTRY

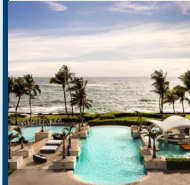
- Best Cruise Destination – Puerto Rico (Gold)
- Best Culinary Destination – Puerto Rico (Silver)
- Best Destination – Puerto Rico (Silver)
- Best Tourism Board – Discover Puerto Rico (Silver)
- Best Wedding Destination – Puerto Rico (I)
- Best Travel Agent Academy Program – Puerto Rico (Bronze)
- Executive of the Year – Brad Dean

Date: 11/3

5 LUXURIOUS BEACH RESORTS
WITH FOODIE EXPERIENCES
TRAVELERS LOVE

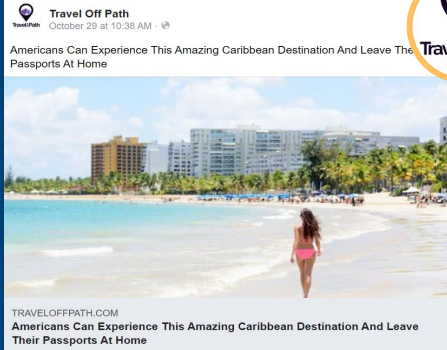


Travel Off Path



“Foodies of every type will love the Caribe Hilton, which houses the only beachfront Morton’s Steakhouse, as well as 10 other restaurants. They even have a secret vegan menu offering farm-to-table service with fresh locally sourced ingredients.”

Date: 11/2



Ketchum

FOR ANY QUESTIONS, PLEASE CONTACT:
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DISCOVER
Puerto Rico

DiscoverPuertoRico.com