

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

NOVEMBER 18 – DECEMBER 2, 2022

EARNED MEDIA
PLACEMENT HIGHLIGHTS

1B+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

975K+ IMPRESSIONS

The New York Times

THE KEY TO VACATIONING WITH A TODDLER? A WAVE-FREE BEACH

"Among Puerto Rico's many beaches, Flamenco Beach is one of the calmest, according to a representative of Discover Puerto Rico, the official tourism site, Helpfully, Flamenco also has lifeguards."



Date: 11/27

Skift.

SKIFT AVIATION FORUM: BUILDING NEW AIRLINE CONNECTIONS IN PUERTO RICO

"Puerto Rico has emerged as a shining example of industry resilience. Using its unique position as a U.S. territory where 80 percent of pre-pandemic visitation came from mainlanders and embracing Covid safety protocols, the island strategically built out offerings and infrastructure to take travelers where they really want to go — deeper into the island and to its national parks and remote beach locations."

Date: 11/21



CELEBRATE THE HOLIDAYS IN PUERTO RICO WITH THESE GREAT HOTEL DEALS

"Beyond the breathtaking scenery, other benefits of traveling to Puerto Rico are straight flights from the main cities in the US, no passport is required for US citizens, the use of the US dollar, and no roaming fee concerns. Take advantage of the celebrations."



Date: 11/24



PASS THE PAVOCHÓN. A PUERTO RICAN SPIN ON THANKSGIVING TURKEY

"Pavochón comes from 'pavo' (turkey) and 'lechón' (pork) and combines the seasoning of roasted pork with the classic bird. Serve it with arroz con gandules — known more broadly as Puerto Rican rice."

Date: 11/23

BESTLIFE

10 BEST TROPICAL ISLANDS YOU CAN GET TO FROM THE U.S. IN UNDER THREE HOURS

"The Island is filled with natural and historic wonders. You can hike the trails of El Yunque, the only tropical rainforest in the United States. Go kayaking in a bioluminescent bay in Fajardo and San Juan Historic Site is a UNESCO World Heritage Site."



Date: 11/27



ALL-INCLUSIVE RESORTS ARE HAVING A MOMENT

"What truly sets the Casa Alternavida experience apart is the abundance of themed retreats, whether you wish to join a women-only group or reconnect with your inner child at a playfulness retreat."

Date: 11/18



Skift. Skift @skift
Up Next: Alisha Valentine, Director of Research & Analytics at Discover Puerto Rico on building new airline connections in Puerto Rico in discussion with SkiftX Head of Studio Jeremy Kressmann



TravelPulse @TravelPulse
Puerto Rico has plenty to offer travelers this holiday season, including passport-free access and savings on golf, special holiday packages, winter discounts and much more.



Ketchum

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