

# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

January 14-20, 2023

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

273M+ IMPRESSIONS

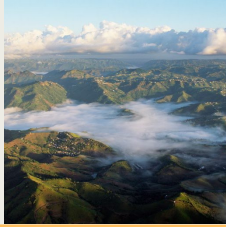
EARNED MEDIA  
VALUE

\$5.4M EARNED MEDIA VALUE

## Reader's Digest

25 ROMANTIC WEEKEND  
GETAWAYS FOR COUPLES

"If you want to escape to a tropical paradise but don't want the hassle of dealing with customs or a passport, Puerto Rico is at your service. This gorgeous U.S. Island is full of sandy beaches, coconut trees, history and culture."



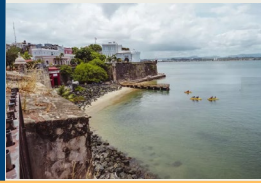
Date: 1/17

## trip savvy

VACATION LIKE A PRO

16 CHEAPEST ISLANDS IN  
THE WORLD TO VISIT

"This unincorporated U.S. territory is rich in history and culture, and a great way to enjoy the Caribbean without a passport. Home rentals are an affordable lodging option away from the higher-priced hotels, and Old San Juan is a very walkable city, which means you can skip the car rental."



Date: 1/19



TravelPath

TOP 8 DESTINATIONS FOR A  
GIRLS WEEKEND GETAWAY

"San Juan is a sunny Caribbean beach destination, as well as the cultural capital of Puerto Rico. Meaning you can get your dose of history and culture and then head to the beach for some sun and surf."



Date: 1/20

## OUT Traveler

THE 10 BEST PLACES IN THE  
U.S. TO VISIT IN 2023

"Culinary or rum tours of Old San Juan are fabulous introductions to the island. The city's many neighborhoods and thriving art scene beckon, and a revealing trip through the mangroves and bay on Isla Verde is enchanting."



Date: 1/16

## mashed

13 CLASSIC COCKTAILS  
THAT WILL BE  
EVERYWHERE IN 2023

"The cocktail features coconut cream, white rum, pineapple juice, and ice blended together, and Discover Puerto Rico even claims there's some lore that it was invented by pirates in the 1800s."



Date: 1/16

## Condé Nast Traveler

THE BEST GIFTS FROM EVERY STATE IN AMERICA

"Based in San Juan, this small business has a line of 100 percent vegan lipsticks and eyeshadows."

Date: 1/19



Ketchum

FOR ANY QUESTIONS, PLEASE CONTACT:  
SAVANNAH.BERNARD@KETCHUM.COM

DISCOVER  
**Puerto Rico**  
DiscoverPuertoRico.com