

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

FEBRUARY 17 – 24, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

52M+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

1.2M+ IMPRESSIONS

InsideHook HOW TO SPEND A PERFECT WEEKEND ON PUERTO RICO'S SOUTH COAST

"Until you've visited the southern region of the island, you haven't crossed Puerto Rico off your travel list. (Sorry, not sorry!) After clubbing it up in San Juan, you'll want to mosey down to the south coast, where one-of-a-kind cultural attractions, natural wonders and secluded beaches are in abundance."



PUERTO RICO & PORTUGAL: PURPOSE, DIFFERENTIATION, AND COLLABORATION (PODCAST)

"What can destinations do to encourage a more purposeful experience? In this episode of Place2Place, Discover Puerto Rico's Brad Dean returns to speak with Luís Araújo, President of Turismo de Portugal, to discover how Luís believes that destinations should come together to promote a more meaningful, sustainable traveller mindset rather than competing individually for visitation."

Date: 2/22



FESTIVALS AND FRIED FOOD IN PUERTO RICO

"Everything in Puerto Rico comes back to cuisine. Even if you don't consider yourself a foodie, a visit to the island likely means experiencing new-to-you flavors, and you are going to love them."



THE POINTS GUY

THE BEST HOTELS IN PUERTO RICO – FIND YOUR STAY ON THE ISLAND OF ENCHANTMENT

"Bucket list items in Puerto Rico include kayaking in a bioluminescent bay (three of the world's five are found here) and trekking through El Yunque National Forest, the only tropical rainforest within the U.S. Forest Service. There are also plenty of wonderful hotels to stay at while visiting."

Date: 2/24



THESE ARE THE TOP 2023 SPRING BREAK DESTINATIONS, ACCORDING TO GOOGLE

"According to Google Flights, San Juan, Puerto Rico is listed as the top trending flight destination."



THE NO. 1 REASON SOME PEOPLE AREN'T TRAVELING THIS YEAR

"Discover Puerto Rico reported a record \$8.9 billion in revenue generated by Puerto Rico travel and tourism in 2022, a 39% increase over the previous high in 2019. Approximately 5.1 million passengers arrived at the island's Luis Muñoz Marín International Airport in 2022."

Date: 2/23

H InsideHook @InsideHook

How to Spend Three Perfect Days on Puerto Rico's South Coast

insidehook.com
How to Spend Three Perfect Days on Puerto Rico's South Coast
On the agenda: Bioluminescent bays, banana boats and unbelievable beaches

TN travelnoir @travelnoir

Black History In Loiza: The Seaside Town In Puerto Rico With The Largest Concentration Of African Descendants

travelnoir.com/black-history-in-loiza-the-seaside-town-in-puerto-rico-with-the-largest-concentration-of-african-descendants

Sally French @SAFmedia

The No. 1 reason why people say they aren't traveling this year

nerdwallet.com/article/travel...

Apartment Therapy @AptTherapy

These Spring Break Travel Destinations are Trending, According to Google

apartmenttherapy.com
These Are the Trending Spring Break Travel Destinations, ...
Spring is finally approaching, and even though daylight saving time is taking an hour away from your life, there's a ...

Travel Off Path @TravelOffPath

Why These Less-Traveled Caribbean Islands Should Be Your Next Beach Vacation Destination

traveloffpath.com/why-these-less-traveled-caribbean-islands-should-be-your-next-beach-vacation-destination

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