



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

FEBRUARY 24 – MARCH 3, 2023

EARNED MEDIA PLACEMENT HIGHLIGHTS **463M+ IMPRESSIONS**

SOCIAL REACH HIGHLIGHTS **6.2M+ IMPRESSIONS**

THE 10 MOST INNOVATIVE TRAVEL AND HOSPITALITY COMPANIES OF 2023

"Discover Puerto Rico's 2022 advertising campaign made a conscious departure from the Caribbean's typical selling points – oceans, beaches, and warm weather – and instead focused on the Island's people and distinct culture."



TRAVEL+NOIRE CHECK OUT THE PLACES WHERE BLACK PEOPLE SPICED UP DANCE

"Bomba is both a style of music and a dance, popular in Puerto Rico. The music is a popular form of folk music on the Island and serves as significant evidence of its rich African heritage."

Date: 3/2

Date: 2/24

THE 14 MOST UNDERRATED TRAVEL DESTINATIONS IN THE WORLD

"A colorful beach town on the southwest coast of Puerto Rico, Cabo Rojo is home to all the white sands and turquoise seas you expect from a Caribbean getaway. It's three hours by car from San Juan with a laidback vibe that feels light years away from the hustle and bustle of the capital."



THESE SPRING BREAK DESTINATIONS ARE TRENDING, ACCORDING TO GOOGLE FLIGHTS



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

Date: 3/2

Date: 2/24

TRAVEL+LEISURE

8 CRUISE DESTINATIONS THAT DON'T REQUIRE A PASSPORT

Mentions cruise departures out of San Juan, Puerto Rico



THESE ARE THE TOP 5 LGBTQ+ DESTINATIONS ACCORDING TO A NEW STUDY

"For LGBTQ+ travelers, places like San Juan and Vieques offer beach vacations with a side of gay that is welcome to any traveler. Plus, IGLTA has this year's travel convention on the Island."

Date: 2/25

Date: 2/28

