

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

APRIL 21 – 28, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

282M+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

3.2M+ IMPRESSIONS

POPSUGAR.

A TRIP TO CENTRAL PUERTO RICO HELPED ME RECLAIM MY RIGHTFUL PLACE IN THE OUTDOORS AS A LATINA

"From the hiking trails found in the Island's central mountains to its famous 7,000-foot-long zip line, Puerto Rico is a place where Latinxs — and not just Boricuas — can experience healing in nature. I felt recharged, refreshed, and connected to nature more than I have all year."



Date: 4/22



WHAT'S NEW IN THE CARIBBEAN THIS SUMMER?

"Puerto Rico is also experiencing a tourism boom with seat capacity up 23 percent year-over-year, providing travelers with more flight options from the mainland U.S."

Date: 4/24



EVERYWHERE YOU CAN TRAVEL WITHOUT A PASSPORT RIGHT NOW

"As a reminder to those of you who skipped some days of geography class in school, the US has five inhabited territories. Three of them do not require a passport for Americans to visit. These include the Northern Mariana Islands, Puerto Rico, and the US Virgin Islands."

Date: 4/27

Forbes

THE MOST AFFORDABLE PLACES TO VISIT IN EVERY PART OF THE WORLD, ACCORDING TO A NEW REPORT



Puerto Rico is highlighted as a cheap place to visit in the Caribbean.

Date: 4/28



2023 TSNN AWARDS TO BE CELEBRATED IN PUERTO RICO OCT. 27-29

"We are beyond delighted and honored to hear Puerto Rico was selected as the host destination for the prestigious TSNN awards." – Brad Dean, CEO of Discover Puerto Rico



Date: 4/27



13 BEST FAMILY BEACH RESORTS

"Satisfy your beach bum yearnings in San Juan's Isla Verde neighborhood. Join locals as they relax under a canopy of coconut palms and sunbathe on the golden sand. Courtyard by Marriott Isla Verde Beach Resort is in front of Isla Verde Beach."



Date: 4/28