

Coverage Snapshot



PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MAY 12 – 19, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

6.9B+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

21M+ IMPRESSIONS

SPORTS ILLUSTRATED SWIMSUIT ISSUE STEALS THE SHOW

Sports Illustrated SWIMSUIT

MEET THE 28 WOMEN FEATURED
IN THE 2023 SI SWIMSUIT ISSUE

JENNIFER ATILÉMILE STUNS IN
PUERTO RICO FOR THE 2023
SI SWIMSUIT ISSUE

ELLIE THUMANN WOWS IN
DENIM FOR 2023 SI
SWIMSUIT ISSUE

LSU GYMNAST OLIVIA
DUNNE TELLS SI SWIMSUIT
HER TOP INSTAGRAM,
TIKTOK POSTS

Date: 5/12-5/19

TimeOut

THE BEST PRIDE PARADES AND
FESTIVALS IN THE U.S. TO
CELEBRATE LGBTQ RIGHTS

"June is great for LGBTQ+ folks in the beautiful Puerto Rican town San Juan: there's Pride Puerto Rico with festivities June 1-4 and the Pride March on June 4, and then there's Boquerón Pride June 8-11 in the beach town of Boquerón in Cabo Rojo."



Date: 5/15

BEST LIFE

12 U.S. ISLANDS TO ADD TO
YOUR BUCKET LIST –
NO PASSPORT REQUIRED

"Puerto Rico has everything you could want in a tropical paradise: tall palm trees, turquoise waters, and ancient mountains covered with canopies of lush vegetation. It's the perfect place to sit on some of the best beaches in the U.S. and soak in the sun with a piña colada in your hand."

Date: 5/15

meetings PEOPLE + PLACES TODAY

4 U.S. BEACH DESTINATIONS
FOR MEETINGS AND EVENTS
THAT DELIVER

"It's easy to feel a world away in Puerto Rico, in the heart of the Caribbean, but requires no U.S. passport. Teeming with beautiful beach resorts, rich history, delicious food and natural wonders like bioluminescent bays, Puerto Rico is an ideal choice for meetings, events and incentives."



Date: 5/11

Outside

THE 36 BEST PLACES TO VISIT
IN THE U.S. FOR ADVENTURE

"Puerto Rico has everything you could want in a tropical paradise: tall palm trees, turquoise waters, and ancient mountains covered with canopies of lush vegetation. It's the perfect place to sit on some of the best beaches in the U.S. and soak in the sun with a piña colada in your hand."

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