



# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 16 – 23, 2023

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

1.1B+ IMPRESSIONS

SOCIAL REACH  
HIGHLIGHTS

6.9M+ IMPRESSIONS

## Smithsonian MAGAZINE

### NINE WAYS PEOPLE CELEBRATE THE SUMMER SOLSTICE AROUND THE WORLD

“At the stroke of midnight on June 23, some people in Puerto Rico plunge backward into the ocean to stave off negativity and bring luck. This leap of faith is part of Noche de San Juan celebrations, which mark the eve of Saint John the Baptist’s Nativity.”



## BIZBASH

### WHAT’S NEW IN MEETINGS AND TRADE SHOWS

“On top of a record-breaking year for Puerto Rico in MICE in 2022, this year is continuing strong, with the Island hosting a wide variety of events and bookings for venues on the rise.”  
– Ed Carey, Chief Sales Officer

Date: 6/20

## THE POINTS GUY

### 12 BEST BUDGET BEACH DESTINATIONS IN THE US

“Here you can trade high-rise hotels for palm trees and bask in the authentic sights and sounds of real Puerto Rico, such as reggaeton played from the back of a truck. For lunch, stroll over to the famous Luquillo kiosks that front the beach.”



## EBONY

### 6 NEW HOTELS PERFECT FOR YOUR HONEYMOON OR BABYMOON

“Ideal for highly-active travelers who never slow down, even on vacation, the recently renovated Wyndham Palmas Beach & Golf Resort provides endless opportunities for you and your partner to escape, explore, and experience together.”

Date: 6/19

## NECOLE

### GET YOUR PASSPORT READY. THESE ARE THE TOP 5 BLACK GIRL-FRIENDLY PLACES FOR SOLO TRAVEL

“Whether you’re seeking sun-soaked beaches, natural wonders, rich history, or warm hospitality, you’ll find it in Puerto Rico.”

Date: 6/23

## TRAVEL+ LEISURE

### THIS VIBRANT INDIGENOUS COMMUNITY IN THE CARIBBEAN WAS ALMOST LOST FOREVER

“The Caguana Ceremonial Ball Courts Site in barrio Caguana, Utuado, Puerto Rico is considered one of the most important archeological sites in the West Indies with an estimate age of over 700 years old, built by the Ta’Año around 1270 AD.”

Date: 6/21

**EBONY MAGAZINE**  
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Have you picked your next vacation destination? We've got options! Check out our curated list of 2023's newest hotels & resorts to visit, options for every type of traveler, budget & activity level. 📍 Find your dream locale on EBONY. #EBONYMag

ebony.com  
6 New Hotels Perfect for Your Honeymoon or Babymoon  
Ready to de-stress during your honeymoon or babymoon? Check out our curated list of 2023's newest hotels and resorts to visit.

**The Points Guy**  
@thepointsguy

Want to see more? Check out our full list of the 12 best-budget beach destinations in the U.S. here! 📍

thepointsguy.com  
12 of the best budget beach vacations in the United States - The Points Guy  
From California to Florida and Delaware to Michigan, there are a number of excellent options for a cost-effective beach vacation. Here are some of the ...

**Travel + Leisure**  
@TravelLeisure

This Vibrant Indigenous Community in the Caribbean Was Almost Lost Forever — but It's Not Too Late to Get to Know Them

travelandleisure.com  
This Vibrant Indigenous Community in the Caribbean Was Almost Lost Forev...  
Get to know the Taino, who were among the first indigenous inhabitants of the Caribbean.

**Smithsonian Magazine**  
@SmithsonianMag

How will you celebrate the summer solstice?

smithsonianmag.com  
Nine Ways People Celebrate the Summer Solstice Around the World  
Across the Northern Hemisphere, worshippers of the longest day of the year build bonfires, plunge into the ocean and visit prehistoric monuments