

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JULY 1-31, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

3.1B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$56.2M EARNED MEDIA VALUE

The Washington Post

PASSPORT DELAYS ARE DERAILING TRAVEL. WHAT TO KNOW ABOUT GETTING YOURS

"Obviously, you don't need a passport to visit any of the 50 states. Nor do you need it for several U.S. territories that seem worlds away, including Puerto Rico."

Date: 7/1

BRIDES

HOW TO PLAN A ROMANTIC HONEYMOON IN PUERTO RICO



"The swanky Fairmont El San Juan Hotel is the perfect option for couples to sink into a chaise lounge at one of several Instagram-worthy on-site pools or put their toes in the sand along the coast." – Xiomara Rodriguez, Communications Director

Date: 7/19



PUERTO RICO HOTEL DATA REFLECTS VISITOR BOOM

"Puerto Rico's growing visitor arrivals are producing booming lodging demand across the destination. The Island's overall hospitality demand has reached "unprecedented" levels with nearly three million room nights reserved through May."



TRAVEL+ LEISURE

7 UNDERRATED GIRLS TRIPS AROUND THE WORLD

"Of course, you have to carve out time to relax at the beach — the crystal-blue waters of El Escambrón are perfect for a boat day, swimming, snorkeling, or simply relaxing before dancing the night away in Old San Juan or the Condado district."

Date: 7/21

FAST COMPANY

THE ERA OF INDIGENOUS TOURISM HAS (FINALLY) ARRIVED

"Puerto Rico is highlighting its native roots with a new marketing campaign, Live Boricua. (Boricua is the name native peoples gave Puerto Rico before the Spanish arrived and is now a colloquial name for Island residents and its diaspora).

Date: 7/2



SHAKE UP A FLAVORFUL PINA COLADA TWIST AND REDISCOVER THE TROPICAL COCKTAIL



"The Caribe Hilton Hotel and its mixologist Ramón "Monchito" Marrero Perez are credited with this now infamous beverage. While its original form did not contain rum, it evolved into a spirited sip."

Date: 7/19

