

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

OCTOBER 1-31, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

510M+ IMPRESSIONS

EARNED MEDIA
VALUE

\$10.1M EARNED MEDIA VALUE

Condé Nast
Traveler

**THE BEST CITIES IN THE WORLD:
2023 READERS' CHOICE AWARDS**

"San Juan has long been an easy getaway for US travelers, thanks to its proximity to the East Coast (and the fact that you don't need a passport to visit). But a consistent influx of new hotels, restaurants, and bars keeps us coming back for more."



AFAR

**7 WARM, SUNNY PLACES FOR A
WINTER HOLIDAY TRIP**

"Puerto Rico's temperatures consistently remain in the 70-degree range, even in December, drawing snowbirds to its shores for a U.S. passport-free adventure. The holiday season brings specialties like pasteles in addition to spirited decorations."



Date: 10/3

Date: 10/26

**THE
DENVER
POST**

**DENVER IS GETTING A DIRECT
FLIGHT TO THIS SUNNY ISLAND,
FULL OF RAINFORESTS AND RUM,
BEACHES AND BANANAS**

"Whether you're eager to explore natural wonders like El Yunque rainforest or savor the local culinary delights from farm-fresh dishes to artisanal beers, we invite visitors to immerse themselves in the richness and vibrant Boricua culture."



PURSUITIST

**TOP 5 BEST THINGS TO DO
IN PUERTO RICO**

"With over 1,200 beaches around the Island and over 270 miles of coastline, there is a beach for everyone. Enjoy the rays on white sand beaches with crystal blue waters, or try snorkeling, surfing, or scuba diving."



Date: 10/23

Date: 10/12

recommend
helping travel advisors sell travel

**'TIS ALMOST THE SEASON –
HOLIDAY HAPPENINGS**

"If you've ever wanted the holidays to last forever, then head over to Puerto Rico, where the fun begins on Thanksgiving Day and continues through mid-January when they celebrate Saint Sebastian through the streets of Old San Juan during what islanders call *la SanSe*."



REMEZCLA

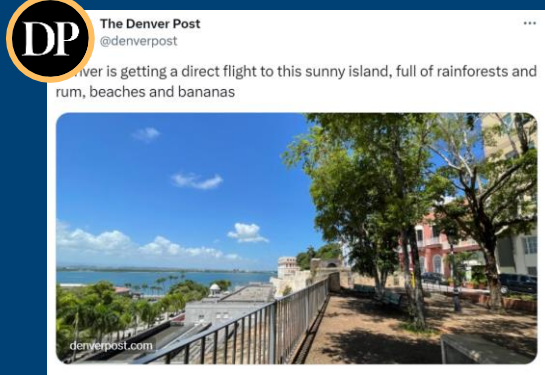
**7 SPOOKY LOCATIONS IN LATIN
AMERICA YOU CAN VISIT**

"Puerto Rico's Castillo San Felipe del Morro in Old San Juan is notorious for being haunted, to the point that people regularly report seeing the spirit of a woman dressed in all white gliding along the ramparts almost as if she were part of the tourist attraction."



Date: 10/31

Date: 10/20



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PROGRESS AT WORK

FOR ANY QUESTIONS, PLEASE CONTACT:
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