

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

DECEMBER 1-22, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

1B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$14.3M EARNED MEDIA VALUE

Bloomberg

PUERTO RICO'S RESTAURANT SCENE HAS NEVER BEEN BETTER. HERE'S WHY

"If you didn't know, Puerto Rico has become one of the most exciting destination-dining scenes in the Caribbean. It's rich with exciting concepts and heritage-minded chefs who showcase culinary traditions and fresh local ingredients."



Date: 12/1

Condé Nast Traveler

13 CHRISTMAS DRINKS FROM AROUND THE WORLD



"As a festive staple, the drink is often shared among family and friends, and is a cherished and iconic element of the Island's traditions. Pour it over ice or enjoy it straight from the refrigerator in small glasses, garnished with a sprinkle of ground cinnamon."

Date: 12/1



IVY QUEEN TO PERFORM 'DICK CLARK'S NEW YEAR'S ROCKIN' EVE WITH RYAN SEACREST 2024'

"This year is the first time that the emblematic show will air performances from all over the world – and it's only fitting that Ivy Queen performs from her home Island of Puerto Rico. Puerto Rican actress and singer Dayanara Torres will host this part of the broadcast."



Date: 12/14



THE 10 MOST BEAUTIFUL CARIBBEAN BEACHES IN 2024 (AND WHERE TO STAY NEAR EACH)



"San Juan's urban attractions are right at your fingertips, yet Isla Verde somehow feels like a resort beach anyway. This three-mile stretch of playa is composed of three beautiful beaches, each with glistening golden sand and tall palm trees swaying in the breeze."

Date: 12/16

TRAVEL+ LEISURE

25 MOST BEAUTIFUL PLACES IN THE CARIBBEAN – FROM EMERALD-COLORED SINKHOLES TO PRIVATE ISLANDS

"The horse-shaped bay with shallow turquoise waters can be reached via a 15-minute flight or a 1.5-hour ferry. Upon arriving, there are a number of food stalls to enjoy as well."



Date: 12/5

GLAMOUR

30 BEST GIRLS-TRIP DESTINATIONS

"Luckily, one of the best destinations in the Caribbean is a U.S. territory. And Puerto Rico, at only two and a half hours from Miami, is one of the easiest Islands to travel to if you've got limited time. It's also packed with things to do, from the famed bioluminescent bay to rainforest hikes and more than 300 beaches."



Date: 12/5

