

# Coverage Snapshot



PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JANUARY 1-31, 2024

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

2B+ IMPRESSIONS

EARNED MEDIA  
VALUE

\$40.7M EARNED MEDIA VALUE

Condé Nast  
**Traveler**

THE BEST CARIBBEAN ISLANDS  
TO VISIT IN 2024

"There's a distinct energy to Puerto Rico, one that draws upon a fascinating blend of Hispanic, African, American, and Caribbean culture and history. To see it start in colonial San Juan, the second oldest European-founded city in the Americas."



Date: 1/8

USA TODAY

FIND YOUR DREAM BEACH IN THE  
CARIBBEAN: GUIDE TO THE 10  
BEST SPOTS



"Isla Verde is a great option for sunseekers who want to stay in the city. It's divided into three beach areas that include Pine Grove (popular for surfing), Alambique (a relaxed section), and Balneario de Carolina (equipped with lifeguards)."

Date: 1/12

culture trip

8 REASONS WHY YOU SHOULD  
VISIT PUERTO RICO RIGHT NOW

"There are few places on earth as enchanting as Puerto Rico and there's no better time to experience its magic than right now. From basking in year-round sunshine to enjoying a slower, more sustainable adventure vacation, Puerto Rico offers an eco-conscious trip in paradise."



NATIONAL  
GEOGRAPHIC

VISIT THESE CULTURAL HOT  
SPOTS IN 2024

"The new NorEste Trail—the first multiday backpacking route in Puerto Rico—traverses El Yunque National Forest, a UNESCO Biosphere Reserve lush with giant ferns, palm trees, and hundreds of other native plant species."



Date: 1/30

POPSUGAR

IVY QUEEN IS MANIFESTING  
2024 TO BE HER YEAR

"We recently caught up with Ivy Queen backstage at San Juan's Distrito T-Mobile right before rehearsals for Dick Clark's Rockin' Eve with Ryan Seacrest in Puerto Rico. The reggaetonera looked more peaceful than ever with a white candle lit right in front of her."



USA TODAY 10 TROPICAL DESTINATIONS YOU  
CAN VISIT WITHOUT A US PASSPORT

"My favorite family vacations involve a mix of adventure and relaxation, and that's exactly what you get in Puerto Rico. You don't need a passport to visit, but if you've never been there, then that's more of a perk than the whole reason to go."



Date: 1/23

