



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

March 18-22, 2024

EARNED MEDIA PLACEMENT HIGHLIGHTS

877M+ IMPRESSIONS

EARNED MEDIA VALUE

\$17.5M EARNED MEDIA VALUE

TRAVEL NOIRE

"Visiting Puerto Rico is like a three-in-one destination with equal parts history, beach, and cityscape. Visitors can explore the history of Old San Juan, an area with several historical landmarks, learn about Puerto Rican culture through its food and music, or check out the island's beauty by visiting the beach."

Date: 3/18

SPRING BREAK DESTINATIONS YOU CAN STILL VISIT WITHOUT A PASSPORT



TRAVEL WEEKLY

A NEW WAY OF LOOKING AT PUERTO RICO

"Sure, Old San Juan's cobblestone roads, historical forts and colorful buildings are often the big draw for tourists to Puerto Rico, but Leah Chandler, chief marketing officer for Discover Puerto Rico, wants visitors to take note of other aspects, even some beyond the metro area. And the bureau is taking steps to help raise their awareness of what the island has to offer."

Date: 3/18



TravelPath

THESE ARE THE 5 MOST POPULAR DESTINATIONS IN THE CARIBBEAN RIGHT NOW

"Puerto Rico set a new tourist record in 2023 with 6.1 million visitors. It has great beaches and one of the best capital cities in the Caribbean. San Juan is a vibrant, colorful city packed with history and culture."

Date: 3/19



HUFFPOST

AMAZING DESTINATIONS FOR A LAST-MINUTE SOLO TRIP

"For a domestic trip that still feels like a tropical getaway, head to Puerto Rico," Ruiz said. "There are nonstop flights from cities like Dallas, Philadelphia and Chicago. Rates are a steal on budget airlines like Frontier, Spirit, Allegiant and JetBlue, with deals for under \$200 roundtrip. You don't need to exchange currency, get an international phone plan or even have a passport."

Date: 3/21



TRAVELAGE WEST

"San Juan may be Puerto Rico's highest-profile vacation destination, but the "island of enchantment" offers lots to see and do outside the metropolitan area — especially on the island's western side."

WHERE TO VACATION IN WESTERN PUERTO RICO



Date: 3/21

Outside

5 FUN, AFFORDABLE ALTERNATIVES TO PRICED BUCKET-LIST DESTINATIONS

"So maybe you head to Puerto Rico, where the water hue is one you dream of, you don't need a passport, and lodging and food won't set you back an arm and a leg. We like that idea, too— Puerto Rico is another one of our choices for travel in 2024."

Date: 3/22