



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MARCH 23-29, 2024

EARNED MEDIA
PLACEMENT HIGHLIGHTS

520M IMPRESSIONS

EARNED MEDIA
VALUE

\$10M EARNED MEDIA VALUE

Forbes

PUERTO RICO'S COMEBACK: HOW 'BORICUA' IS DRIVING TOURISM

"Overall, the significant increase in tourism numbers and visitor spending reflects the success of both Discover Puerto Rico's strategic initiatives and the appeal of Puerto Rico as a top travel destination."



Date: 3/25

TravelDreams Magazine

CELEBRATE EARTH MONTH IN PUERTO RICO: YOUR ULTIMATE OUTDOOR GUIDE

"With Earth Month upon us, there's no better time to celebrate the beauty of nature, and Puerto Rico offers a treasure trove of outdoor wonders waiting to be explored – no passport required! From lush rainforests to pristine beaches, the Island beckons travelers seeking unforgettable experiences amidst breathtaking landscapes."



Date: 3/25

Forbes

THE BEST AIRBNBS IN PUERTO RICO, FROM SAN JUAN TO VIEQUES

Whatever you're looking for, the best Airbnbs in Puerto Rico offer the opportunity to feel immersed in the community, shop at local markets and prepare authentic meals.



Date: 3/25

EATER

NEW-WAVE BAKERIES ARE ON THE RISE IN PUERTO RICO

"Using Puerto Rico's own flavors isn't just a savvy business decision. It's also part of a larger push to create a local, self-sustaining baking culture full of pride for Puerto Rico's own traditions. 'The Puerto Rican breads have gotten a bad rep and are sometimes considered inferior to European breads, but they aren't. The problem is the method and the ingredients,' San Miguel says."



Date: 3/27

TRAVELPULSE

LIVE BORICUA CAMPAIGN SPARKS PUERTO RICO VISITOR GROWTH

"The promotion's success was reflected in the island's record-breaking 2023 tourism numbers, which included more than 6.1 million in passenger arrivals at Luis Muñoz Marín International Airport, an 18.6 percent increase over 2022."



Date: 3/28



TravelPath

THESE ARE THE 6 FASTEST GROWING DESTINATIONS IN THE CARIBBEAN RIGHT NOW

"Since flights to and from the island have become more frequent than ever, it's no wonder so many travelers are rushing to see what the hype is all about (and, for the most part, it truly is as good as they say)."



Date: 3/28

