

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

March 30th – April 5th, 2024

EARNED MEDIA
PLACEMENT HIGHLIGHTS

1.5B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$30.5M EARNED MEDIA VALUE



Tripadvisor

**PLAN YOUR TRIP:
PUERTO RICO**



"You'll go to Puerto Rico for beautiful beaches and Caribbean breezes, but once you're there, it's easy to see what makes this archipelago so special—from historical architecture to its diverse natural geography."

Date: 4/1



TravelPath

THESE ARE THE TOP 5 INTERNATIONAL DESTINATIONS FOR AMERICAN TRAVELERS RIGHT NOW



"Puerto Rico is another Caribbean destination that has been trending with American travelers and setting new tourism records lately. Since it's a territory of the United States, Americans don't even need a passport to visit this beautiful island paradise."

Date: 4/2



DISCOVER PUERTO RICO, THE PERFECT LAST-MINUTE SPRING BREAK DESTINATION

"Family travelers looking for the perfect spring break getaway should look no further than Puerto Rico. While in Puerto Rico, there are plenty of family-friendly activities for travelers to engage in."

Date: 4/2

TRAVELPULSE

13 BEAUTIFUL GOLF COURSES AROUND THE WORLD



"Located in Ponce, Puerto Rico, the Costa Caribe Golf & Country Club boasts 27 holes, many of which boast breathtaking views of the Caribbean Sea. This golf course is open to members and visitors, and it's frequently cited as one of the most beautiful and scenic in all of the Caribbean."

Date: 4/2

The New York Times

36 HOURS IN SAN JUAN, P.R.



"There's new optimism in this Caribbean capital. Tourists are coming in record numbers, and the city is recovering the energy it lost after the devastation of hurricanes Maria and Irma in 2017; the emigration of tens of thousands to the mainland; a bankrupt economy; and the pandemic."

Date: 4/4

AFAR

23 INCREDIBLE ROAD TRIPS IN THE U.S.



"Starting in the northern town of Arecibo, travel south to Ponce, then back north to Condado—along the way you'll encounter petroglyphs, Indigenous sites, and breathtaking natural spots."

Date: 4/4