

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

April 6th – April 12th, 2024



EARNED MEDIA
PLACEMENT HIGHLIGHTS

1.7B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$34.2M EARNED MEDIA VALUE

Tasting Table.

"Permanently etched into the American psyche thanks to a particularly catchy Rupert Holmes song, the piña colada is the all-but-official drink of vacation vibes everywhere. As with almost any cocktail origin story, the exact moment of conception is hotly debated, but it's widely agreed that the drink was created in Puerto Rico."

14 TROPICAL FROM AROUND THE WORLD YOU NEED TO TRY AT LEAST ONCE



Date: 4/6

30 AWESOME AND UNIQUE BACHELORETTE PARTY DESTINATIONS

PureWow

"There's no shortage of bars and casinos in San Juan, but Vieques offers a decidedly more low-key bachelorette with plenty of sunshine, sand, azure tides, swaying palms, seafood and Pitorro cocktails."

Date: 4/7



SAN JUAN'S HISTORIC DIVE, EL BATEY, ISN'T FOR EVERYONE. BUT ANYONE CAN CALL IT HOME

"From the sidewalk of Calle del Cristo, a cobblestone street in the historic city of Viejo San Juan, Puerto Rico, the music is what passersby notice first. El Batey, a dive bar, is always loud, often blaring something like The Mars Volta or Pink Floyd."



Date: 4/8

FAST COMPANY

TRAVELED TO SEE THE SOLAR ECLIPSE? HERE'S WHERE TO GO NEXT

"Located along the shore of the island of Vieques, off the coast of Puerto Rico, is Mosquito Bay, said to be the brightest bioluminescent bay in the world. Its vast supplies of plankton create rippling pockets of electric blue, which are most noticeable between June and November."

Date: 4/9

The Washington Post

PUERTO RICO'S SOUTHERN COAST IS THE ISLAND'S BEST-KEPT SECRET

"The scenery starts to change when you leave the tall hotels and tapón (traffic jam) of San Juan behind. Head south on Route 52, and you will start seeing the lush green mountains of Cordillera Central. As you approach the southern coast, the dense vegetation transforms into clusters of cactuses and shrubs, painting an arid landscape against the distant view of the Caribbean Sea."



Date: 4/10

GOBankingRates

8 BEACH VACATION DESTINATIONS THE MIDDLE CLASS CAN ACTUALLY AFFORD

"If you are flying to Puerto Rico from any major airport in the U.S., prices hover around \$350," said Betts. "You can find dorms or hostels as low as \$76 per night, but there are also rentals that are only about \$98 per night. The beaches are going to be free, and then there [are] plenty of landmarks and points of interest," said Betts.

Date: 4/10