



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MARCH 2024

EARNED MEDIA
PLACEMENT HIGHLIGHTS

3.6BN IMPRESSIONS

EARNED MEDIA
VALUE

\$72M 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

HUFFPOST

AMAZING DESTINATIONS FOR A LAST-MINUTE SOLO TRIP

"For a domestic trip that still feels like a tropical getaway, head to Puerto Rico... You don't need to exchange currency, get an international phone plan or even have a passport."



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

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."



Date: 3/27

Forbes

PUERTO RICO IS A TOP GOLF TRAVEL DESTINATION—FOR YOU AND PGA TOUR

"But golf in Puerto Rico is about much more than tournaments. It's about great courses and lots of them, swaying palms trees, beautiful beaches, and a bevy of resorts... It's also about delicious food...the charm of Old San Juan, casinos, watersports and rum..."



Date: 3/13



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

