



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MAY 3rd-10th, 2024

EARNED MEDIA
PLACEMENT HIGHLIGHTS

1.4B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$28.8M+ EARNED MEDIA VALUE



**20 OF THE STRANGEST
NATURAL PHENOMENA
YOU CAN SEE IN AMERICA**

"Breathtaking beaches and lush tropical forests are the main attractions of the Caribbean nation, yet the top prize of Puerto Rican pride goes to a tiny and noisy little frog: the coqui."



Date: 5/4



**4 VACATION DESTINATIONS
THAT MIDDLE-CLASS
FAMILIES CAN STILL
AFFORD – ARE THEY WORTH
IT?**

"A tropical Caribbean vacation can, in fact, be well worth the price and also a lot cheaper than you would expect if you aim for less-expensive islands such as Jamaica, Dominican Republic, Puerto Rico or Curacao."

Date: 5/5

Islands

**HOW TO CHOOSE THE RIGHT
ALL-INCLUSIVE RESORT FOR
YOUR TRAVEL STYLE**

"Puerto Rico offers historic sites, tropical rainforests, surfing spots, and stellar snorkeling locales primed for adventure travelers."



Date: 5/6

**10 LAST-MINUTE TRAVEL
DESTINATIONS AND HOTELS
PERFECT FOR PRIDE 2024**

OUT TRAVELER



"Puerto Rico is one of the most LGBTQ-friendly islands in the Caribbean and feels like an international vacation with all the perks of staying close to home with no passport required for U.S. residents."

Date: 5/7



WEALTH OF GEEKS

"From Puerto Rico to Jamaica, island life awaits you in the Caribbean. But choose your flights carefully, not just for the price but also the weather, which can be severe at certain times of year."

**HOW TO GET THE
CHEAPEST FLIGHTS
FOR SUMMER 2024**

**TOP 5 RESORTS IN
PUERTO RICO TO VISIT
IN SUMMER 2024**

TRAVELING LIFESTYLE



"The remote paradise invites travelers to indulge and relax, whether at one Puerto Rico's numerous high-end hotels or unique offerings. If you are planning a visit this summer, here are some of the top places to stay."

Date: 5/9

