



# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 14th - JUNE 20th, 2024

EARNED MEDIA PLACEMENT HIGHLIGHTS

2.37B+ IMPRESSIONS

EARNED MEDIA VALUE

\$47.48M+ EARNED MEDIA VALUE

## PRIDE

ALL OF THE REASONS WHY PUERTO RICO IS THE PERFECT PLACE TO SHOW YOUR PRIDE

"The inclusive and gorgeous island is filled with rich culture, plenty of gay hot spots, and some of the nicest people you'll ever have the pleasure of meeting."



HOW TO GET AROUND SAN JUAN, PUERTO RICO, WITH OR WITHOUT A CAR

## Fodor's Travel

"Heading to San Juan, Puerto Rico? You may be envisioning Old San Juan, the popular, 7-square-block landing spot for cruise passengers and first-time visitors to the island. The City of San Juan, however, is a much larger metropolitan area with multiple municipalities and neighborhoods."

Date: 6/14

Date: 6/15

## Parade

"Looking for a laidback Caribbean bachelorette? Consider a few sun-soaked days on the blissful beaches of Isla Verde in Puerto Rico, at the Fairmont El San Juan Hotel."

16 RELAXING DESTINATIONS FOR THE MOST CHILL BACHELORETTE PARTIES



THE 12 BEST VACATIONS FOR COUPLES ON A BUDGET IN 2024



## Forbes

"San Juan punches well above its weight (and price tag) when it comes to charm and culture. A treasure trove of history, Old San Juan features cobbled streets lined with colorful facades that now house shops and cafés as well as famous landmarks like El Castillo San Felipe del Morro."

Date: 6/15

Date: 6/17

## TIME stamped

14 CHEAP VACATION DESTINATIONS IN 2024

"As a reminder, you don't need a passport to visit Puerto Rico. And while its accommodations aren't cheap enough to write your mother about, its beauty and architecture make it one of those places you can enjoy without the need to shell out for activities."

HOW AI MAY INFLUENCE CARIBBEAN TOURISM



## TRAVELAGE WEST

"In the coming years, we envision AI playing a crucial role in personalizing content, predicting travel trends and providing real-time insights, thereby significantly boosting tourism and hospitality promotion in the Caribbean." Zeda-Sanchez said.

Date: 6/18

Date: 6/20

