



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 28th - JULY 2nd, 2024

EARNED MEDIA PLACEMENT HIGHLIGHTS

639.54M+ IMPRESSIONS

EARNED MEDIA VALUE

\$12.79M+ EARNED MEDIA VALUE



THIS IS THE BEST TIME TO VISIT PUERTO RICO

9 OF THE BEST PLACES IN THE US TO ESCAPE THE CROWDS



"But when is the best time to visit Puerto Rico? The answer depends on what you're seeking from your trip. For those yearning for perfect weather, the winter months promise sunny skies and warm temperatures. However, if you prefer fewer crowds or are traveling on a budget, visiting during the shoulder seasons may be ideal."



"Just a domestic flight from the mainland US, travelers heading to Puerto Rico and searching for solitude should head to Jayuya, nestled in the Central Mountains. Here, crowds of a different kind dominate – like choirs of coqui frogs and gangs of roving roosters."

Date: 6/28

Date: 6/28



6 BEACHES TO LOVE THIS JULY 4 (AND ALL SUMMER LONG)

DISCOVER PUERTO RICO AND VAN LEEUWEN TEAM UP FOR A LIMITED-EDITION PIÑA COLADA ICE CREAM



"Ever visited a beach so impossibly sublime, you fear it may not live up your fond memory of it? For the writer Mya Guarnieri, that superb stretch of golden sand was Punta Caracoles Beach (as it is listed on some maps) in Puerto Rico, about an hour's drive west of San Juan."



"And in honor of the 70th anniversary of the beverage on July 10, known now as National Piña Colada Day, Discover Puerto Rico and Van Leeuwen are teaming up with some superstars to pay homage with a limited-edition Piña Colada flavor ice cream."

Date: 7/1

Date: 7/1



LIVE LIKE A "BORICUA" IN PUERTO RICO WITH THIS COMPELLING ITINERARY

CARLOS DELIZ PROMOTED TO DIRECTOR OF SPORTS TOURISM AT DISCOVER PUERTO RICO



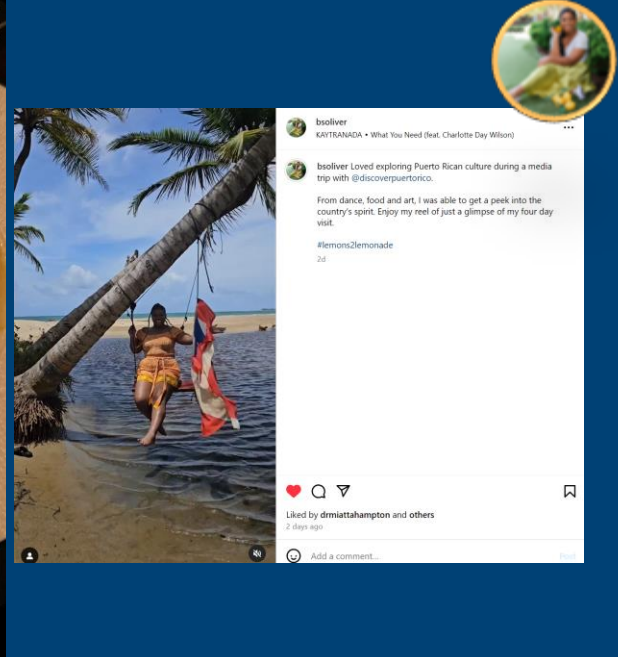
"In Puerto Rico, residents proudly identify as Boricuas, whether by birth or descent. But you don't have to necessarily be a Boricua to embody the spirit, flavor, and rhythm that makes the island of Puerto Rico what we know and love about it today."



"Carlos Deliz has been promoted to the director of sports tourism at Discover Puerto Rico. Deliz has been with Discover Puerto Rico for seven years, most recently as senior sports sales manager after spending nearly five years as regional sales manager for sports tourism."

Date: 7/1

Date: 7/1



FOR ANY QUESTIONS, PLEASE CONTACT: DISCOVERPRCOLLECTIVECORE@HS-PR.COM



DiscoverPuertoRico.com