

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JULY 12th - JULY 18th, 2024



EARNED MEDIA
PLACEMENT HIGHLIGHTS

871M+ IMPRESSIONS

EARNED MEDIA
VALUE

\$17.4M EARNED MEDIA VALUE

TRAVELPULSE

**QUEER
PUERTO
RICO IS
DYNAMIC
AND
EXCITING**

**15 LESSER
KNOWN
CARIBBEAN
ISLANDS THAT
SHOULD BE ON
YOUR RADAR**

WANDERLY

"But Puerto Rico breaks through the stereotypes and surprises instead—the island of 3.3 million people is a bright, shining example of openness, while fully embracing queer travelers."



Date: 7/13



"Culebra, Puerto Rico, is a hidden slice of paradise where crystal-clear waters meet soft sandy beaches. It's a place where daily stress feels miles away. This island escapes the buildup of large hotels, keeping its charming, laid-back vibe."

Date: 7/14

FOOD & WINE

**THE BEST
COCONUT
MILK FOR PIÑA
COLADAS,
ACCORDING
TO
BARTENDERS**

**THE BEST
CRUISES YOU
DON'T NEED A
PASSPORT FOR**

Frommer's®

"If you're not keen on making your own cream of coconut, lean on Coco Lopez. 'It's the industry standard,' says [Michael] Mesh, [bartender at St. Roch Fine Oysters & Bar in Raleigh, North Carolina]. 'Its roots lead back to Puerto Rico, where the national drink is the Piña Colada. If I can't make my cream of coconut myself, this is my favorite alternative.'"

"Remember that since Puerto Rico and the U.S. Virgin Islands are part of the United States, you won't need a passport to go there, even if your ship isn't on a closed loop (provided the departure city and return city are both in the U.S., of course)."

Date: 7/16

Date: 7/17



TRAVEL LEMMING

**15 BEST TOURS
TO EXPLORE
CAVES IN
PUERTO RICO**

**AS AIRLINES
HONE IN ON
PUERTO
RICO, CHEAP
FLIGHTS ARE
HERE**



THRIFTY TRAVELER

"Puerto Rico has caves ranging from coastal beauties to underwater marine-filled wonders. Puerto Rico is even home to the world's third-largest underground cavern system, and in my humble opinion, is one of the most unique sites in Puerto Rico worth adding to your trip."



"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: 7/17

Date: 7/18