



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 2024

EARNED MEDIA PLACEMENT HIGHLIGHTS

5.01B IMPRESSIONS

EARNED MEDIA VALUE

\$102.9M EARNED MEDIA VALUE

SportsEvents

"Puerto Rico has a rich sports history and features stadiums, courts and fields that are suitable for a variety of sports," says Carlos Deliz, senior sports sales manager for Discover Puerto Rico.

Date: 6/10



SPOTLIGHT ON: PUERTO RICO

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."

Date: 6/11

Forbes

"Puerto Rico has been a top destination for LGBTQ+ travelers for years thanks to its many gay-friendly hotels, restaurants and communities, providing an opportunity for queer visitors to explore the island to their heart's content."

Date: 6/17

HOW TO EXPLORE PUERTO RICO, THE CARIBBEAN'S TOP DESTINATION FOR LGBTQ+ TRAVEL



TRAVEL AGE WEST

HOW AI MAY INFLUENCE CARIBBEAN TOURISM



"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: 6/20

GARDEN & GUN

NEW DIRECT FLIGHTS FROM THE SOUTH TO SOMEWHERE ELSE

"In May 2024, Spirit Airlines began offering nonstop flights from New Orleans (MSY) to San Juan, Puerto Rico, where U.S. citizens and permanent residents don't need a passport to enter. (The U.S. territory can also be accessed by direct flights from other Southern airports.)"

Date: 6/27



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



"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

SOCIAL MEDIA PROGRAM HIGHLIGHTS

60K+ TOTAL VIEWS

AVERAGE ENGAGEMENT RATE

2.64%

