



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

AUGUST 2nd - AUGUST 8th, 2024

EARNED MEDIA PLACEMENT HIGHLIGHTS

637.78M+ IMPRESSIONS

EARNED MEDIA VALUE

\$12.76M EARNED MEDIA VALUE

Forbes

“La Concha Resort, San Juan, Puerto Rico La Concha Resort’s Elemara Salon & Spa emerges as a luxurious sanctuary and a welcome wellness feature in the resort’s renovation. This expansive new spa offers an all-encompassing sensory experience, blending the essence of the elements with Latin culture and elegance.”

Date: 8/2



CELEBRATE NATIONAL WELLNESS MONTH WITH THESE TRAVEL EXPERIENCES

52 UNEXPECTED PLACES TO GO IN THE USA



AFAR

“Long before beach resorts and salsa clubs, Puerto Rico was home to the Taino, an Arawakan-speaking people. Their legacy lives on not only in the DNA of Puerto Ricans but also through artifacts and petroglyphs. This three-day road trip celebrates the island’s Indigenous past.”

Date: 8/2



“Puerto Rico is an island steeped in history and culture. Tourists can explore the El Yunque National Forest, visit the Castillo San Felipe del Morro or sample the local cuisine in San Juan. As a U.S. territory, Puerto Rico does not require a passport for American citizens and flights start from around \$100.”

Date: 8/3



8 EXOTIC PLACES AMERICANS CAN TRAVEL TO WITHOUT A PASSPORT

THE 51 BEST HONEYMOON DESTINATIONS IN THE WORLD



BRIDES

“The spirit of Puerto Ricans shines bright in the island paradise, known as the island of enchantment. Resorts are reopening at a rapid pace, with the birthplace of the piña colada, Caribe Hilton, coming back online on an exclusive, lush peninsula with views of San Juan’s shore.”

Date: 8/5



TravelPath

“San Juan is both a bustling city and historically-charged seaport, with the kind of lively social scene you’d expect from a well-frequented Caribbean resort zone and the vibrant culture you’d often associate with Latin America’s oldest, most traditional capitals.”

Date: 8/6



THESE ARE 4 OF THE SAFEST DESTINATIONS TO VISIT IN LATIN AMERICA RIGHT NOW

6 NEWLY OPENED SPAS DELIVERING REJUVENATION BY THE SEA



The Whole Health Resource for Wellness Spa Professionals

“San Juan’s beachfront lifestyle resort, La Concha Resort has opened its oceanfront spa, Elemara Spa & Salon. The only spa in Puerto Rico offering views of the beach, the spa is complete with seven treatment rooms, including two outdoor treatment rooms, a hair salon, nail services, and indoor and outdoor relaxation areas.”

Date: 8/6



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

