

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA AUGUST 2nd - AUGUST 8TH, 2024

52

CELEBRATE

NATIONAL

WELLNESS

MONTH WITH

THESE TRAVEL

EXPERIENCES

EARNED MEDIA PLACEMENT 637.78M+ IMPRESSIONS HIGHLIGHTS

EARNED MEDIA \$12.76M EARNED MEDIA VALUE VALUE



"I a 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



"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



"San Juan is both a bustling city and historicallycharged seaport, with the kind of lively social scene you'd expect from a wellfrequented Caribbean resort zone and the vibrant culture you'd often associate with Latin America's oldest, most traditional capitals.'

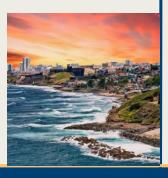
Date: 8/6

8 EXOTIC PLACES

> **AMERICANS CAN TRAVEL TO WITHOUT A** PASSPORT



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



6 NEWLY OPENED SPAS DELIVERING REJUVENATION **BY THE SEA**

WellSpa 🕅

"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

Date: 8/5



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







UNEXPECTED

IN THE USA

PLACES TO GO

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 threeday road trip celebrates the island's Indigenous past."

"The spirit of Puerto Ricans

shines bright in the island

Resorts are reopening at a

coming back online on an

exclusive, lush peninsula

with views of San Juan's

shore."

paradise, known as the

island of enchantment.

rapid pace, with the

birthplace of the piña

colada, Caribe Hilton,

Date: 8/2