



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

AUGUST 9th - AUGUST 15th, 2024

EARNED MEDIA PLACEMENT HIGHLIGHTS

3.14B+ IMPRESSIONS

EARNED MEDIA VALUE

\$62.74M EARNED MEDIA VALUE

INSIDEHOOK THE 7 BEST COCKTAIL BARS IN THE CARIBBEAN

"Over the past decade, La Factoría has tirelessly flown the flag for Puerto Rico, elevating generations of bartenders and bar world professionals along the way. Being able to maintain that spirit while offering each and every customer the embodiment of unabashed fun and welcoming hospitality is no small feat."



Date: 8/9

AMERICA'S BEST WATERFRONT RESORTS FOR FAMILIES, RECOMMENDED BY REAL TRAVELERS



USA TODAY

"Situated on a 72-acre peninsula of protected natural reserve in the shadow of El Yunque National Forest (the only tropical rainforest in the U.S. National Forest System), Hyatt Regency Grand Reserve Puerto Rico espouses a true vacation vibe."



Date: 8/10

BOSS MAGAZINE

"Puerto Rico is a jewel in the Caribbean that beautifully combines splendor, rich historical importance, and a vibrant culture. Whether you are captivated by the turquoise waters, seek solace in echoes of the past, or desire an escape, this island offers an array of experiences.."



Date: 8/12

THE ULTIMATE PUERTO RICO MUST-DO LIST

11 MOST GORGEOUS CAMPGROUNDS IN THE CARIBBEAN, ACCORDING TO REVIEWS

Islands

"Puerto Rico has a wealth of fine coastline, but for a secret island with some of the prettiest beaches in the Caribbean with no crowds, travelers should head to Culebra. Culebra may be small, but it's big on beauty."



Date: 8/12

SMARTERTRAVEL

"Tropical American beauty in the Caribbean is on full display in Vieques, a small island in the U.S. territory of Puerto Rico. Accessible via plane from San Juan on the mainland, Vieques is a well-preserved island with few waterfront hotels where you can hike to hidden beaches like Vieques National Wildlife Refuge's Pata Prieta."



Date: 8/12

11 HIDDEN NATURAL WONDERS IN THE UNITED STATES

FROM VIRTUOSO TRAVEL WEEK: TRAVEL INDUSTRY EXECUTIVES OFFER ADVICE, SHARE MESSAGES TO TRAVEL ADVISORS



"Puerto Rico is enjoying a surge of incoming travel in part because of improved product and experiences. But what we're finding today is the travel advisors and their clients are really focused on sustainable travel options and our businesses are embracing that wholeheartedly."

Date: 8/15