

# Coverage Snapshot

**PUBLIC RELATIONS, EARNED & SOCIAL MEDIA**

SEPTEMBER 6<sup>TH</sup> – SEPTEMBER 12<sup>TH</sup>, 2024

**EARNED MEDIA PLACEMENT HIGHLIGHTS**

**1.44B+ IMPRESSIONS**

**EARNED MEDIA VALUE**

**\$28.76M EARNED MEDIA VALUE**

## THE POINTS GUY

*"San Juan combines historic architecture and attractions that embody the island's rich legacy and historic past. Visitors can also absorb authentic Latin and American culture through local cuisine, family-owned shops and various art and history museums."*

Date: 9/8

## SAN JUAN CRUISE PORT GUIDE: TOP THINGS TO SEE AND DO IN PUERTO RICO



## LUXURY IN THE WILD: TOP-TIER GEAR FOR THE DISCERNING ADVENTURER



## RESIDENT

A LUXURY LIFESTYLE MAGAZINE

*"Immerse yourself in the enchanting world of Madre Tierra Glamping, a luxurious bubble hotel offering a unique experience in Cabo Rojo, Puerto Rico...you'll enjoy a comfortable bed, a private bathroom, and the serenity and privacy that you crave during your vacation."*

Date: 9/8

## lonely planet

*"If you're looking for some unique Christmas vacation ideas, look no further than sunny and spirited Puerto Rico! Visit in December and you'll likely come across shops stacked with festive trinkets, late-night parrandas, church Masses filled with aguinaldos (Christmas songs) and the hearty consumption of festive feasts."*

Date: 9/9

## THE BEST PLACES TO VISIT IN DECEMBER 2024



## 11 GREAT GIRLS TRIP DESTINATIONS, FROM ANTIGUA TO MONTAUK



## Condé Nast Traveler

*"Our itinerary struck the perfect balance of wild outdoor adventure, beachy relaxation, and giggly fun, with plenty of flexibility to tailor the experience toward any of these trip styles based on personal preferences."*

Date: 9/10

## Skift.

*"Leah Chandler, the chief marketing officer of Discover Puerto Rico, wants you to always be thinking of the island – not just when you're planning a vacation...in her first few years, her focus was to get Puerto Rico's own destination brand off the ground, with a focus on its unique culture, distinct from other sun and sand islands." - Dawit Habtemariam"*

Date: 9/11

## GENERATION NEXT: THE WOMEN SHAPING TRAVEL'S FUTURE



## 15 CHEAP HONEYMOON DESTINATIONS FOR A ROMANTIC ESCAPE



*"Head to Puerto Rico for a romantic honeymoon featuring a blend of culture, relaxation and adventure. You can head to the capital of San Juan to tour historic sites, or stick to the coast for crystal clear waters and white sand beaches."*

Date: 9/12