

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

AUGUST 30th - SEPTEMBER 5th, 2024

EARNED MEDIA
PLACEMENT HIGHLIGHTS

304.9M+ IMPRESSIONS

EARNED MEDIA
VALUE

\$6.10M+ EARNED MEDIA VALUE

Fodor's Travel

"Puerto Rico is the birthplace of the piña colada. While the exact bar of origin remains a point of debate, there's no denying this tropical drink is synonymous with the island of enchantment."

Date: 8/30

THE 10 BEST PLACES TO GET A PIÑA COLADA IN PUERTO RICO



SOLO SEPTEMBER: LUXE ESCAPES FOR THE DISCERNING INDEPENDENT TRAVELER



RESIDENT

A LUXURY LIFESTYLE MAGAZINE

"Whether it's joining a friendly pickleball tournament, participating in a rum tasting, or exploring the vibrant culture of Puerto Rico through off-site excursions, the Hyatt Regency ensures that every solo guest has the opportunity to mix, mingle, and perhaps even form lasting friendships."

Date: 8/30

Travel to Path

"Take advantage of these last bits of summer sun by lounging around in one of the many, many stunning beaches of San Juan (Escambrón, in particular, is not to be missed)."

Date: 9/1

SEPTEMBER IS THE CHEAPEST MONTH FOR AMERICANS TO FLY TO THESE 5 INCREDIBLE DESTINATIONS



SIPPING TRADITION: HOW A FAMILY-OWNED DISTILLERY IS BRINGING PUERTO RICAN SUGARCANE BACK



USA TODAY

"About 22 miles west of San Juan in Vega Alta is San Juan Artisan Distillers (SJAD), the first and only Puerto Rican distillery growing its own sugarcane and producing its own rum...people always 'arrive happy and leave happier.'"

Date: 9/2

Smart meetings

"Incentives and executive retreats in the summer can not be more exotic and enticing than Puerto Rico and the United States Virgin Islands. With Puerto Rico, St. John, St. Tropez and St. Thomas as your destinations, meeting professionals can program an unforgettable and culturally rich destination-focused event."

Date: 9/3

LUXURIOUS VENUES FOR VERY SPECIAL GATHERINGS



CMO FOR DISCOVER PUERTO RICO TAKES THE SUNNY SIDE OF STORYTELLING



Ragan

"LEAH: I'd describe Puerto Rican culture as passionate, vibrant and full of life...we highlight unique aspects of the Puerto Rican culture, inspiring people to enjoy all parts of the Island...like its natural wonders, El Yunque or the bioluminescent bays."

Date: 9/5

