

# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MAY 2024

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

9.84B IMPRESSIONS

EARNED MEDIA VALUE

\$197.74M EARNED MEDIA VALUE



## OUT TRAVELER

### 10 LAST-MINUTE TRAVEL DESTINATIONS AND HOTELS PERFECT FOR PRIDE 2024

"Puerto Rico is one of the most LGBTQ-friendly islands in the Caribbean and feels like an international vacation with all the perks of staying close to home with no passport required for U.S. residents."

Date: 5/7



## EL DIARIO

### UNA GUÍA PERFECTA PARA PASAR ESTE VERANO EN PUERTO RICO

"A medida que se acerca el verano, Puerto Rico se está preparando para ofrecer a los viajeros una experiencia llena de aventura, relajación y recuerdos inolvidables, y la mejor parte es que no se necesita pasaporte para los ciudadanos estadounidenses."

Date: 5/10

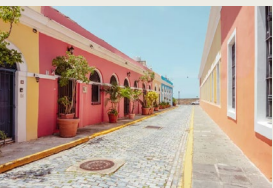


## TRAVEL+ LEISURE

### 10 MOST AFFORDABLE TROPICAL DESTINATIONS TO VISIT AROUND THE WORLD, ACCORDING TO TRAVEL EXPERTS

"Besides low-cost outdoor activities like stretching out on the sun-splashed shores and trekking through tropical rain forests a short drive away, head to the historic district of Old San Juan to experience local culture."

Date: 5/12

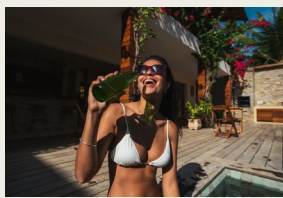


## thrillist

### ALL THE BIGGEST SUMMER TRAVEL DEALS YOU CAN BOOK RIGHT NOW

"The 'Summer Your Way' package at Hyatt Regency Grand Reserve Puerto Rico is a three-night stay that includes a welcome amenity, daily breakfast, and a \$50 F&B credit for dinner the resort's on-site American-style restaurant."

Date: 5/18



## AFAR

### 7 DREAMY HOTELS AND RESORTS IN THE CARIBBEAN

"On the island of Vieques, Puerto Rico, Casa Solaris at Hix Island House Hotel features six one- and two-bedroom lofts with outdoor showers and views of the Caribbean Sea, as well as a yoga pavilion set among the casuarina pines."

Date: 5/24



## Parents HOW TO TRAVEL TO PUERTO RICO RESPONSIBLY

"So if you're thinking of traveling to la Boriken with your family, it's important to celebrate what makes it special: the Puerto Rican people. Here are seven ways you can respect local communities and cultures while traveling to Puerto Rico with your children."

Date: 5/30



SOCIAL MEDIA PROGRAM HIGHLIGHTS

1.7M+ TOTAL VIEWS

AVERAGE ENGAGEMENT RATE

14.08%

