



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

APRIL 2024

EARNED MEDIA
PLACEMENT HIGHLIGHTS

10.1B IMPRESSIONS

EARNED MEDIA VALUE

\$200M EARNED MEDIA VALUE

The New York Times 36 HOURS IN SAN JUAN, P.R.



"There's new optimism in this Caribbean capital. Tourists are coming in record numbers, and the city is recovering the energy it lost after the devastation of hurricanes Maria and Irma in 2017; the emigration of tens of thousands to the mainland; a bankrupt economy; and the pandemic."

Date: 4/4

Reader's Digest

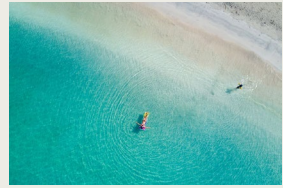
QUICK AND AFFORDABLE WEEKEND GETAWAYS TO ESCAPE WITHOUT BREAKING THE BANK



"Since you don't need a passport to visit this Spanish-speaking island (it's a U.S. commonwealth), Puerto Rico is a great summer trip, since it feels like you've gone on an international jaunt."

Date: 4/12

Women's Health THE 30 MOST MAGICAL ISLAND GETAWAYS IN THE UNITED STATES



"Whether you seek asylum from a long stretch of sightseeing or just the day's dizzying stream of push notifications, you'd be hard-pressed to find a better spot to unwind than an island that is a nearly two-thirds nature reserve."

Date: 4/13

Forbes

BEYOND THE PINA COLADA: CHAMPAGNE AND CAVIAR AT CONDADO VANDERBILT



"But for those seeking a more sophisticated experience, the Condado Vanderbilt Hotel offers a different kind of oasis. Guests stepping into Marabar by 1919, the stylish Champagne and Caviar Bar off the hotel's lobby, are greeted by breathtaking views."

Date: 4/19

PURSUITIST 5 PLACES TO EXPERIENCE FIRST CLASS WELLNESS IN PUERTO RICO

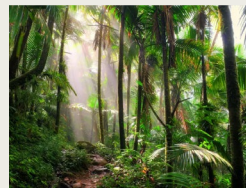


"Puerto Rico offers a sanctuary for those seeking rejuvenation of the mind, body, and soul. From lush rainforests to pristine beaches, the island's natural beauty provides the perfect backdrop for first class wellness in Puerto Rico."

Date: 4/21

BUSINESS INSIDER

50 OF THE MOST BEAUTIFUL NATURAL WONDERS OF THE WORLD



"El Yunque National Forest in Puerto Rico earns the distinction of being the sole tropical rainforest in the US National Forest System. It is situated outside of San Juan"

Date: 4/22

SOCIAL MEDIA PROGRAM HIGHLIGHTS

17.1M+ TOTAL VIEWS

ENGAGEMENT RATE

15.26%

