



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

AUGUST 2024

EARNED MEDIA PLACEMENT HIGHLIGHTS

10.2B IMPRESSIONS

EARNED MEDIA VALUE

\$204M EARNED MEDIA VALUE

AFAR

52 UNEXPECTED PLACES TO GO IN THE USA

"Long before beach resorts and salsa clubs, Puerto Rico was home to the Taino, an Arawakan-speaking people. Their legacy lives on not only in the DNA of Puerto Ricans but also through artifacts and petroglyphs. This three-day road trip celebrates the island's Indigenous past."



Date: 8/2

8 EXOTIC PLACES AMERICANS CAN TRAVEL TO WITHOUT A PASSPORT

"Puerto Rico is an island steeped in history and culture. Tourists can explore the El Yunque National Forest, visit the Castillo San Felipe del Morro or sample the local cuisine in San Juan."



Date: 8/3



USA TODAY

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

"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

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

Chicago Tribune

BIOLUMINESCENT BAYS, WHERE TINY ORGANISMS LIGHT UP THE WATER, ADD SPARK TO ANY TRIP TO PUERTO RICO

"Our island's diverse ecosystem offers endless opportunities for outdoor adventures, and the three bio bays — Mosquito Bay, Laguna Grande and La Parguera — are among the top attractions." - Leah Chandler, chief marketing officer at Discover Puerto Rico"

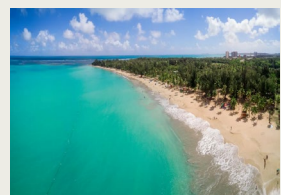


Date: 8/28

THE MOST BEAUTIFUL BEACHES IN PUERTO RICO



"Not only is the US territory a treasure trove of culture and incredible food—no passport required—but it boasts nearly 300 miles of coastline and just as many sandy beaches, despite being the smallest of the Greater Antilles in the Caribbean."



Date: 8/28

