

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

SEPTEMBER 13th - SEPTEMBER 19th, 2024

EARNED MEDIA
PLACEMENT HIGHLIGHTS

2.06B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$41.29M+ EARNED MEDIA VALUE

Golf Digest

THE BEST GOLF COURSES IN PUERTO RICO

"[Puerto Rico] retains an important golf culture and is a popular destination for international players."



Date: 9/16

THE BEST PLACES TO TRAVEL TO THIS DECEMBER



thrillist

"Perhaps your perfect holiday season means coquito and pasteles. In that case, you're headed to Puerto Rico, where the holiday season lasts not one week, but a whopping 45 days."

Date: 9/17

TRAVELAGE WEST

PARQUE DE LAS CIENCIAS REOPENS IN PUERTO RICO AFTER \$20 MILLION UPGRADE

"We are thrilled to reopen as a state-of-the-art facility that combines fun and learning in a unique setting. Our goal is to inspire curiosity and innovation among visitors of all ages." - Jorge Jorge, CEO & President, ToroVerde"



Date: 9/18

ESCAPE CROWDS: 7 OF PUERTO RICO'S LESSER-KNOWN BEACHES YOU MUST VISIT



Forbes

"For travelers who are looking for less touristed hidden gems along the coast, Puerto Rico offers a variety of picturesque, lesser-known beaches just waiting to be explored."

Date: 9/19

Parents

PARQUE DE LAS CIENCIAS IS A TRIP FULL OF STEM FUN FOR THE WHOLE FAMILY

"If Puerto Rico wasn't already a great family vacation destination, the island just got a major upgrade with the reopening of Parque de las Ciencias...the park now features 25 incredible attractions, making it one of the most advanced theme parks in the Caribbean."



Date: 9/19

THE ONLY PUERTO RICO GUIDE YOU'LL NEED FOR WORLD ARCHITECTURE DAY



Global Traveler

"With architectural styles from Spain, Africa, Taino culture, France, the Netherlands and beyond, Puerto Rico is one-of-a-kind. And don't think you're just going to find old fortresses and churches here, either (of course, these are just as worthy of a visit)."

Date: 9/19

