Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA OCTOBER 26th - OCTOBER 31ST, 2024

EARNED MEDIA PLACEMENT HIGHLIGHTS

3.91B+ IMPRESSIONS

EARNED MEDIA VALUE

\$78.24M EARNED MEDIA VALUE

Travel#Path

"But away from the city's busy streets lies another gem you can also reach with plentiful nonstop flights. Whether you're finishing up your fall travel plans or getting an early start to winter, Puerto Rico's lesser-known paradise of Aguadilla fits the bill with pristine beaches, far fewer crowds, and splendid weather year-round."

NONSTOP FLIGHTS & BLISSFUL **BEACHES: SWAP SAN JUAN FOR** THIS LESSER-KNOWN PUERTO **RICAN PARADISE**

7 AFFORDABLE **CARIBBEAN RESORTS TO PLAN A VACATION**

AROUND



"Copamarina Beach Resort & Spa: On Puerto Rico's southern coast, this tranquil hideaway is a true reset button; relax on unspoiled beaches that feel like your own private paradise and lush tropical surroundings that feel otherworldly. It's laid-back—and budgetfriendly—luxury at its finest."



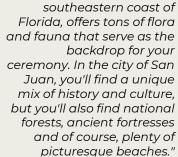
Date: 10/28

"The pina colada is the drink that Hollywood legend Joan Crawford once called 'better than slapping Bette Davis in the face.' It's the national drink of Puerto Rico, which rightfully lays claim to this sweet blend of tropical flavors as we know it."

THE WORLD'S **OLDEST COCKTAILS** MIGHT **SURPRISE YOU**



AFFORDABLE the knot DESTINATION WEDDING **LOCATIONS YOU'VE ONLY DREAMED ABOUT**



"This US territory off the



Date: 10/29

AFAR

Date: 10/28

"There are more than 30 beaches in Puerto Rico, but the standout is La Chiva, on the eastern island of Vieques. It's calm enough for kids to play safely, filled with marine life for snorkeling, and edged with a few gazebos that provide shade.'

Date: 10/30

BEAUTIFUL BEACHES IN THE CARIBBEAN FOR A GETAWAY WITHOUT THE **CROWDS**



IS A SALSA MUSIC RESURGENCE **UPON US? WE WENT TO PUERTO** RICO TO FIND OUT



REMEZCLA

"Driven by curiosity and thanks to Discover Puerto Rico, Remezcla got a closer look into what local guides and salsa musicians think about the possibility of the genre's renaissance...it was interesting to get a firsthand glimpse of how the genre is an integral part of Puerto Rican culture."

Date: 10/31



FOR ANY OUESTIONS. PLEASE CONTACT: DISCOVERPRCOLLECTIVECORE@HS-PR.COM

