



# Coverage Snapshot

**PUBLIC RELATIONS, EARNED & SOCIAL MEDIA**

OCTOBER 26<sup>th</sup> – OCTOBER 31<sup>ST</sup>, 2024

**EARNED MEDIA PLACEMENT HIGHLIGHTS**

**3.91B+ IMPRESSIONS**

**EARNED MEDIA VALUE**

**\$78.24M EARNED MEDIA VALUE**

## Travel to Path

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

"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."



Date: 10/28

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

## PureWow

"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 budget-friendly—luxury at its finest."



Date: 10/28



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

"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."



Date: 10/28

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

## the knot

"This US territory off the southeastern coast of Florida, offers tons of flora and fauna that serve as the backdrop for your ceremony. In the city of San Juan, you'll find a unique mix of history and culture, but you'll also find national forests, ancient fortresses and of course, plenty of picturesque beaches."



Date: 10/29

## AFAR

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

"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

**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 first-hand glimpse of how the genre is an integral part of Puerto Rican culture."



Date: 10/31