



# Coverage Snapshot

**PUBLIC RELATIONS, EARNED & SOCIAL MEDIA**

NOVEMBER 1<sup>ST</sup> – NOVEMBER 7<sup>TH</sup>, 2024

**EARNED MEDIA PLACEMENT HIGHLIGHTS**

**1.19B+ IMPRESSIONS**

**EARNED MEDIA VALUE**

**23.81M\$ EARNED MEDIA VALUE**

## Parade

"Puerto Rico has the easy charm of the Caribbean combined with the Spanish colonial culture found in its capital city of San Juan," she [Brown] explains. 'The island is known for its fantastic beaches as well as the only rainforest in the National Park System.' Additionally, Puerto Rico is super easy to travel to unlike many other destinations."

**THE CARIBBEAN TRAVEL DESTINATION EVERYONE SHOULD VISIT AT LEAST ONCE, ACCORDING TO GETAWAY GURU SAMANTHA BROWN**



Date: 11/2

**HOW TO HAVE AN AMAZING LONG WEEKEND ON A 'FLOATING PILE OF GARBAGE'**

## Fodor's Travel

"With its lively salsa dancing, refreshing rum, exquisite gastronomy, and lush tropical rainforests, the island has an absolute vibe. As the holidays approach, planning a trip to Puerto Rico—whether for your first visit or a return to discover something new—is an excellent idea."



Date: 11/4



## TRAVEL AWAITS

"Enter the magic of Puerto Rico, one of the most accessible options for Americans who want to escape the continental United States. (And election stress.) All you have to do before taking off is book a stay at one of the island's affordable and high-value resorts."

**WANT TO ESCAPE ELECTION STRESS? BOOK ONE OF THESE PUERTO RICAN RESORTS**



Date: 11/5

**INSIDE DISCOVER PUERTO RICO'S PARTNERSHIP WITH VAN LEEUWEN ICE CREAM**

## PRWeek

"Did you know the piña colada was invented in Puerto Rico in 1954? Destination marketing organization Discover Puerto Rico and Van Leeuwen Ice Cream collaborated on a campaign to celebrate the cocktail's 70th anniversary. Discover Puerto Rico wanted to promote the anniversary — in conjunction with National Piña Colada Day — to 'inspire people to come to the destination but also to educate them about our gastronomy and culture,' said Davelyn Tardi, Discover Puerto Rico public relations director."



Date: 11/5

## BuzzFeed

**20 AFFORDABLE TRAVEL DESTINATIONS AROUND THE WORLD IF YOU WANT SOME SERIOUS BANG FOR YOUR BUCK**

"Puerto Rico! We stayed at Airbnb spots and went between the end of Lent and the start of spring break. We ate local food and went around the west and south sides of the island in a rental car. The car was the most expensive part of the trip. A beautiful place that I can't recommend enough."



Date: 11/5

**WHERE TO EXPLORE PUERTO RICO OUTSIDE OF SAN JUAN**

## thrillist

"Linger over a glowing ocean at one of three world-famous bioluminescent bays. Stuff your face with Borinquen fried goods from pork rinds to local crab to plantains. Get airborne over the United States' only rainforest in the national park system. Launch yourself above crystalline Caribbean waters in some of the world's best surfing swells. In Puerto Rico, it can all happen."



Date: 11/6