



# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

OCTOBER 2024

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

7.5B+ IMPRESSIONS

EARNED MEDIA  
VALUE

\$150.6M + EARNED MEDIA VALUE

**lonely planet**

"As far as capital cities go, San Juan, Puerto Rico is a rare gem that has it all – beautiful beaches, a historic center with architecture dating back to the 16th century, a vibrant arts scene, an increasingly diverse population, and 18 neighborhoods with unique flavors, sounds and sights to discover."

Date: 10/9

**THE  
ULTIMATE  
WEEKEND IN  
SAN JUAN**



**US TERRITORIES  
AMERICANS CAN VISIT  
WITHOUT A PASSPORT  
THAT FEEL A WORLD  
AWAY**

"Travelers can get to Puerto Rico without a US passport. And with a plethora of activities for both urban pursuits and outdoorsy expeditions, this tropical escape 1,000 miles off the southeast coast of Florida beckons no matter what's on the itinerary."

Date: 10/17

**Condé Nast  
Traveler**

**VERANDA**

"For warm Caribbean weather—without the headache of breaking out your passport or going through customs—head to Puerto Rico this December. This vibrant island has so much to offer, from the El Yunque tropical rainforest to bustling downtown San Juan with its hotels, beach bars, and casinos."

Date: 10/22

**THE 12 BEST  
PLACES AROUND  
THE WORLD TO  
TRAVEL THIS  
DECEMBER**



**13 MAGICAL  
CHRISTMAS  
VACATION SPOTS IN  
THE U.S. AND BEYOND  
FOR FAMILIES**



**msn**

"Beginning the day after Thanksgiving and ending weeks after New Year's Day, Puerto Rico's Christmas celebrations comprise colorful street parties, boat parades, lights, lively music, and holiday dishes." celebration that will feature a raw bar and live chef station."

Date: 10/24

**AFAR**

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

Date: 10/31

