



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



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

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

THE 12 BEST PLACES AROUND THE WORLD TO TRAVEL THIS DECEMBER



BEAUTIFUL BEACHES IN THE CARIBBEAN FOR A GETAWAY WITHOUT THE CROWDS



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

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Date: 10/17

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

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



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



bicoastalista
Ervin El Boricua Rosario • Borinquen (Mi Isla)

Liked by kimair and others
bicoastalista Beautiful Old San Juan captured my heart and inspired some street photography on this recent trip! Thank you @discoverpuertorico for such a magical experience- all the food I tried on my journey is coming next!

Going to get our hands dirty at @fincalazafra

@victorialeandra

Send message...

Now Open!
Parque De Las Ciencias
Puerto Rico

Do your kids love space,



parents and familiabyparents
Shangó Dely • Rumba De Los Olivos (f...)

parents Parque de las Ciencias has reopened after a seven-year hiatus with a \$20M transformation! It is the perfect place for the next family vacation! 🌎 in bio to learn more. @discoverpuertorico @toroverde_adventure_park @parquedelascienciaspr #parents #puertorico #parquedelasciencias