



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

NOVEMBER

EARNED MEDIA
PLACEMENT HIGHLIGHTS

7.6B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$152.6M+ EARNED MEDIA VALUE

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

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



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



PRWeek

"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

thrillist

"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: 11/11

WHERE TO EXPLORE PUERTO RICO OUTSIDE OF SAN JUAN



PUERTO RICO'S LESS VISITED WEST COAST IS FINALLY GETTING ITS DUE



Condé Nast Traveler

"Puerto Ricans refer to the island's west coast as Porta del Sol—the sun's gate.' Until recently most visitors here were swell-chasing surfers and sanjuaneros, but a wave of development that began in the once low-key surf town of Rincón after Hurricane Maria has rippled outward to smaller cities nearby."

Date: 11/11

lonely planet

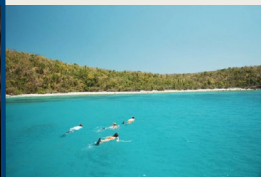
"From world-class gastronomic temples to no-frills storefronts serving home-cooked staples, a progressive spirit imbues the city's acclaimed chefs, who fuse the island's rich cultural legacy with modern cooking techniques."

Date: 11/20

THE BEST RESTAURANTS IN SAN JUAN, PUERTO RICO



PUERTO RICO IS A FLOATING ISLAND OF DESIRABILITY



Bloomberg

"It's a trifecta of tourism growth: more visitors, but also longer stays and a higher spend that reached a record \$9.8 billion in 2023, boosting small businesses as well as major brands. 'We don't have a slow season in Puerto Rico anymore,' says Brad Dean, chief executive officer at Discover Puerto Rico."

Date: 11/25



valisbury
San Juan, Puerto Rico
valisbury Was gonna wait until the stories went up to post, but now is as good a time as any. Scenes from San Juan
Edited · 5w

