



# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JANUARY 10<sup>TH</sup> – JANUARY 16<sup>TH</sup>, 2025

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

4.11B+ IMPRESSIONS

EARNED MEDIA  
VALUE

\$82.17M+ EARNED MEDIA VALUE

## Condé Nast Traveler

### THE BEST PLACES TO VISIT IN APRIL

### ONE OF PUERTO RICO'S MOST POPULAR URBAN BEACHES IS IDEAL FOR SNORKELING WITH SEA TURTLES

## Islands

"Over the past few years, Puerto Rico has emerged as the culinary capital of the Caribbean, and the attendees of the inaugural Puerto Rico Wine and Food Festival in 2025 will be able to experience exactly why the island is home to all things delicioso."



"If you're among them, there's a perfect beach waiting for you: El Escambrón. Combining convenience, accessibility, and undeniable charm, this urban oasis offers a slice of paradise right in the heart of Puerto Rico."

Date: 1/10

Date: 1/11

## THE POINTS GUY

### 5 LAST-MINUTE SPRING BREAK TRIPS TO BOOK WITH POINTS AND MILES

### 2025'S BEST DESTINATIONS, EVENTS, ATTRACTIONS AND MORE

## TRAVELPULSE

"San Juan, the most popular tourist destination in Puerto Rico, has a variety of hotels you can book with points — and since Puerto Rico is a U.S. territory, Americans don't even need a passport to enter."



"Puerto Rico is another stellar passport-free option for families. Highlights include a number of family-friendly resorts like the AAA Four Diamond San Juan Marriott Resort & Stellaris Casino and extraordinary attractions such as three of the world's five bioluminescent bays."

Date: 1/14

Date: 1/14

## msn

### 14 BREATHTAKING, YET OVERLOOKED, DESTINATIONS IN THE U.S.

### PLANNING A BOATING TRIP? HERE ARE THE HOTTEST CARIBBEAN LOCATIONS FOR 2025

## M THE MANUAL

"If you forgot, you don't need a passport to visit Puerto Rico's magical beaches and experience its vibrant culture. Old San Juan's cobblestone streets are lined with colorful colonial buildings overlooking the sparkling Caribbean Sea."



"Next up, we have Fajardo, Puerto Rico, a must-visit for those looking to experience the beauty of bioluminescent bays and gorgeous nature reserves. The most popular boats here are yachts, perfect for a luxurious day on the water."

Date: 1/15

Date: 1/15

