

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JANUARY 10^{TH} – JANUARY 16^{TH} , 2025



"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."

EARNED MEDIA

PLACEMENT HIGHLIGHTS

Date: 1/10



"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.

Date: 1/14



"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."

Date: 1/15

PLACES TO VISIT IN APRII

5 LAST-MINUTE SPRING

POINTS AND MILES

14 BREATHTAKING, YET

DESTINATIONS IN THE

OVERLOOKED.

U.S.

BREAK TRIPS TO BOOK WITH

THE BEST

4.11B+ IMPRESSIONS

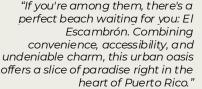


EARNED MEDIA

VALUE



2025'S BEST **DESTINATIONS**, EVENTS, MORE



Islands

\$82.17M+ EARNED MEDIA VALUE

Date: 1/11



LPULSE

"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

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

THE MANUAL

"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





FOR ANY OUESTIONS. PLEASE CONTACT: DISCOVERPRCOLLECTIVECORE@HS-PR.COM

