



# Coverage Snapshot

**PUBLIC RELATIONS, EARNED & SOCIAL MEDIA**

JANUARY 3<sup>rd</sup> – JANUARY 9<sup>th</sup>, 2025

**EARNED MEDIA PLACEMENT HIGHLIGHTS**

**3.49B+ IMPRESSIONS**

**EARNED MEDIA VALUE**

**\$69.72M+ EARNED MEDIA VALUE**

## TRAVEL+ LEISURE

*"With palm trees, white-sand beaches, and rain forests, Puerto Rico is the Caribbean getaway of your dreams that you don't need a passport to visit. You can spend your days swimming in the waterfalls of El Yunque Rainforest, sunbathing on the island's stunning beaches, and touring the city of Old San Juan."*

Date: 1/3

### 16 BEST TROPICAL VACATIONS IN THE U.S.



### 25 ADULT SPRING BREAK DESTINATIONS FOR 2025



## Condé Nast Traveler

*"From March 6 to 16, Circo Fest will parade the streets of Old San Juan with over 80 shows celebrating all the whimsy and magic of traditional circuses. Thrill-seekers travelers will find the trek to Cueva Ventana well worth it."*

Date: 1/3

## thrillist

*"Instead of spreading its nightlife across the island, many of the area's best nightlife options are focused in La Placita, a former farmers market turned maze of clubs, bars, and restaurants that open around 9 pm and close around 5 am. This concentration means there are ample opportunities for any type of group to find nighttime entertainment in close walking distance to popular hotels, well-rated Airbnbs, and noteworthy landmarks in case someone inevitably gets separated from a group."*

Date: 1/7

### THE TRIPS THAT MADE OUR YEAR

### 7 UNEXPECTED WINTER ADVENTURES YOU DIDN'T KNOW YOU NEEDED

## The Seattle Times

*"Puerto Rico is the perfect destination if you're seeking sunshine and culture this winter. Known for its warm weather and lively festivities, the island comes alive during the winter months. Some of the highlights are the Three Kings' Day celebrations on Jan. 6 and the Fiestas de la Calle San Sebastián in late January, when vibrant parades and street festivals bring communities together."*

Date: 1/8

## AFAR

*"There's a lot for travelers to love about Puerto Rico: nearly 300 scenic beaches, verdant rainforests, a thriving coffee culture, and a booming agritourism scene. If you're a U.S. citizen planning a trip to the enchanting island, you might be wondering whether you need a passport, or if other travel documents will suffice."*

Date: 1/8

### DO YOU NEED A PASSPORT TO GO TO PUERTO RICO?



### 16 GORGEOUS, CHEAP PLACES TO TRAVEL IN 2025 THAT ARE "LESS CROWDED"



## BRIT+CO

*"Beyond beautiful beaches like Condado Beach or Isla Verde, picturesque San Juan, Puerto Rico is absolutely worth a visit. Dollar Flight Club found flights from Atlanta starting at \$138 and Los Angeles at \$149."*

Date: 1/8