



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

DECEMBER 20TH, 2024 – JANUARY 2ND, 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

3.62B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$72.85M+ EARNED MEDIA VALUE



CHRISTMAS IN PUERTO RICO IS A 45-DAY CELEBRATION WITH CAROLING, FESTIVE DECORATIONS, FAMILY FEASTS AND MORE

"The island proudly proclaims itself as having the 'longest holiday season in the world,' according to the website Discover Puerto Rico. On average, the holiday festivities in Puerto Rico last about 45 days, per the source, commencing right after Thanksgiving, and stretching all the way through mid-January."

Date: 12/22



HOLIDAY TRADITIONS IN PUERTO RICO: WE DON'T "FA LA LA", WE "LE LO LAI"!



RESIDENT

A LUXURY LIFESTYLE MAGAZINE

"Spanning about 45 days, the festive period kicks off right after Thanksgiving and extends well into mid-January, culminating with the vibrant San Sebastián Street Festivals. This extended season is a marathon of joy, music, food, and cultural traditions that beautifully reflect the island's unique spirit."

Date: 12/22



BON VOYAGE! EXPERTS REVEAL THE TOP TRAVEL TRENDS FOR 2025

"We've observed a growing trend among our luxury travelers prioritizing multigenerational family experiences. Our bespoke offerings, such as spacious residences with Embajador (butler) service and curated activities for all ages, are designed to cater to these needs," shares Marcel Kloet, General Manager at Dorado Beach, a Ritz-Carlton Reserve in Puerto Rico."

Date: 12/23



HOW TO MAKE COQUITO, THE PUERTO RICAN HOLIDAY DRINK



"The Puerto Rican Christmas season is one of the longest in the world, starting just after Thanksgiving and stretching through to Día de Los Reyes (Three Kings Day) on Jan. 6. That means weeks of festivities and celebrations where coquito needs to make an appearance — hence why the family coquito makers are so sought after and loved."

Date: 12/23



WHEN IS THE BEST TIME TO VISIT PUERTO RICO?

"From December to mid-April is also the island's dry season. It's arguably the most excellent weather of the year." Davelyn Tardi, the Director of Public Relations at Discover Puerto Rico, adds "The perfect time to escape the winter chill up north, seek the vibrant festivals, like the Carnaval Ponceño in February."

Date: 12/24



BLACK GIRL'S GUIDE TO TRAVEL: WHERE BLACK WOMEN SHOULD GO AND STAY IN 2025



"Although you don't need a passport to go there, that doesn't mean you should sleep in Puerto Rico. Over the last few years, the island has quietly become a foodie's paradise, and this year, they are finally ready to share their unique flavor with the world."

Date: 1/2

