



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

DECEMBER 6TH – DECEMBER 12TH, 2024

EARNED MEDIA
PLACEMENT HIGHLIGHTS

2.16B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$ 43.26M+ EARNED MEDIA VALUE

The Boston Globe

"I've been doing this for 28 years,' said Brad Dean, CEO of Discover Puerto Rico, the island's tourism bureau. 'And I can tell you that this is probably the most efficient influencer campaign I've ever been a part of. [Hinchcliffe's] comments weren't sensitive, appropriate, or in the least bit humorous. But we had an outpouring of positive sentiment and genuine encouragement. Our website traffic increased by about 30 percent that week.'"

Date: 12/6

THE JOKE'S ON HIM. HOW A COMEDIAN'S PUTDOWN OF PUERTO RICO AS A 'FLOATING ISLAND OF GARBAGE' BOOSTED TOURISM.



THE 23 BEST PLACES FOR SOLO TRAVELERS AROUND THE WORLD



lonely planet

"San Juan, Puerto Rico's Spanish-speaking, English-friendly capital combines Viejo San Juan's stately colonial architecture with graffitied Santurce's laid-back Caribbean cool. It's relatively easy to get around via Uber – so you can zoom safely from sugar-sand shores near Condado's hotels to the old city's historic fortresses and beyond."

Date: 12/9

The Washington Post

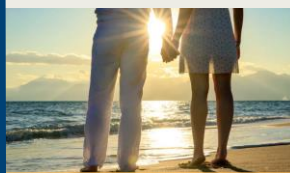
"You'll have to rent a car to traverse the undersung southern coast of Puerto Rico. But once you do, you'll find a region rich in culture, food, beaches, nature and hospitality. 'Our greatest asset is the people, who make people feel at home,' says Milexys Rosado Romero, the owner of a farm stay in Cabo Rojo."

Date: 12/11

OUR 12 FAVORITE DESTINATIONS OF 2024



SURVEY REVEALS HOW TRAVEL TESTS ROMANTIC RELATIONSHIPS — AND WHERE COUPLES WANT TO GO



TRAVELAGE WEST

"Puerto Rico was cited as an appealing destination for couples due to its convenience; as a U.S. territory, American couples can visit without the need for a passport."

Date: 12/11

TRIPS to DISCOVER

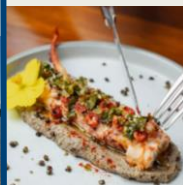
"As a U.S. territory, there's no need for Americans to carry a passport for a visit to Puerto Rico. It's home to one of the most beautiful islands on the planet, Vieques. Surrounded by warm, clear blue waters and powdery sand beaches, it's like a living postcard."

Date: 12/12

15 BEST TROPICAL VACATIONS FOR COUPLES



14 RESTAURANTS IN PUERTO RICO YOU CAN'T MISS, ACCORDING TO A LOCAL FOOD JOURNALIST



yahoo!life

"Puerto Rico offers a rich tapestry of flavors, blending traditional ingredients with modern innovation. Each of these local restaurants highlights the creativity and passion of its chefs while staying rooted in Puerto Rico's culinary traditions."

Date: 12/12

