



# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

DECEMBER

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

11.9B+ IMPRESSIONS

EARNED MEDIA  
VALUE

\$238.1M+ EARNED MEDIA VALUE

## The New York Times

6 WARM  
GETAWAYS THAT  
WILL LIFT YOUR  
SPIRITS

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

## 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."

Date: 12/6

"San Juan, the capital of Puerto Rico, is the gateway to a string of beautiful beaches along the island's northern coast. In Condado, an oceanfront community just 15 minutes east of the cobblestone streets of Old San Juan, you'll find plenty of sand, along with shopping, nightlife, and hotels like the luxurious, century-old Condado Vanderbilt."



Date: 12/3

## yahoo!life

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

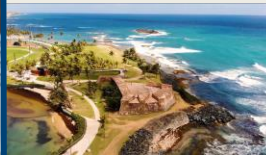
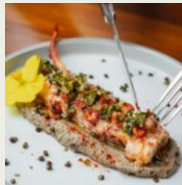
THE BEST  
PLACES TO GO  
IN THE US IN  
2025

## Condé Nast Traveler

"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."

Date: 12/16

"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



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

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

"The island proudly proclaims itself as having the 'longest holiday season in the world,' according to the website Discover Puerto Rico."



Date: 12/23

