



# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JANUARY 24<sup>TH</sup> – JANUARY 30<sup>TH</sup>, 2025

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

3.65B+ IMPRESSIONS

EARNED MEDIA  
VALUE

\$73.02M+ EARNED MEDIA VALUE

## Forbes

"Solo travelers prioritizing a wellness-focused vacation will find plenty of R&R on Puerto Rico's Caribbean coastline at Dorado Beach, a Ritz-Carlton Reserve that's set on a former pineapple plantation."

Date: 1/25

THE TOP 5 SOLO TRAVEL TRIPS PEOPLE ARE SEARCHING- ACCORDING TO GOOGLE



THIS TINY CARIBBEAN ISLAND OFF THE COAST OF PUERTO RICO IS HOME TO ONE OF THE WORLD'S BEST BEACHES - NO PASSPORT REQUIRED



## TRAVEL+ LEISURE

"Though Playa Flamenco steals the spotlight, the island is well-rounded with great food, friendly people, and a laidback vibe, and has too many beautiful, bare beaches to count," says Jorge Montalvo, founder and CEO of Patria Tours. "I can't think of a better beach destination in the Caribbean."

Date: 1/26

## AFAR

"Puerto Rico's temperatures consistently remain in the 70-degree range, even in December, drawing snowbirds to the island's shores for a U.S. passport-free adventure."

Date: 1/28

8 WARM ESCAPES FOR A SPONTANEOUS WINTER TRIP



10 BEST HOTELS IN PUERTO RICO



## TRAVEL+ NOIRE

"The best hotels in Puerto Rico offer a variety of property styles and experiences that are perfect for a Caribbean getaway. Travelers can choose from a balanced array of family-friendly and adult-only properties. In addition to San Juan, Río Grande and Vieques offer the most high-quality stays that prioritize resort offerings, wellness, or sustainability."

Date: 1/28

## TRAVELPULSE

"Discover Puerto Rico, the Island's official Destination Marketing Organization (DMO), has announced a record-breaking year for its tourism industry in 2024 with remarkable growth in air travel, lodging and leisure and hospitality sector employment."

Date: 1/29

DISCOVER PUERTO RICO CELEBRATES RECORD-BREAKING 2024



ONE OF PUERTO RICO'S PRETTIEST COASTLINES IS A REMOTE, CRESCENT-SHAPED BEACH WITH CARIBBEAN WHITE SANDS



## Islands

"But if you know where to look, you can still spend a gorgeous day with sand and surf by going to one of the most beautiful and remote beaches in the country: Playuela."

Date: 1/30

