



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

FEBRUARY 7th – FEBRUARY 13th, 2025

EARNED MEDIA PLACEMENT HIGHLIGHTS

2.5B+ IMPRESSIONS

EARNED MEDIA VALUE

\$50.02M+ EARNED MEDIA VALUE

The New York Times WHERE TO CHILL ON THE CHEAP IN THE CARIBBEAN

"While many Caribbean destinations offer escapes into nature, San Juan's strength is its history and culture. A walking tour of Old San Juan is a good place to learn about its colonial past (Patria Tours offers two-and-a-half-hour itineraries for about \$51, including entrance to Castillo San Cristobal, which the National Park Service says is the largest fortress in the Americas)."

Date: 2/7



11 BEST PLACES TO TRAVEL IN APRIL

AFAR

"Come to Puerto Rico to celebrate Easter this year, and you'll be immersed in an island-wide event throughout Semana Santa, a weeklong celebration leading up to the holiday. One tradition to follow: the practice of visiting seven iglesias (churches) during that week."

Date: 2/7



CHRON.

BEACHES, SHOPPING, HISTORIC SITES AWAIT AT THIS 503-YEAR-OLD CITY

"Old San Juan sits on the ancestral land of the Taino people. It was founded by the Spanish as a military outpost in 1521, making it the oldest city in the United States. This isn't to say it's a relic of the past. An exciting art, culture, and culinary scene blooms amid the narrow cobblestone streets, ancient citadels and pastel-hued architecture."

Date: 2/8



THIS 500-YEAR-OLD CARIBBEAN CAPITAL HAS BEAUTIFUL BEACHES, A GROWING FOOD SCENE, AND THE BEST COCKTAIL BAR IN THE REGION — AND NOW IS THE TIME TO VISIT

TRAVEL+LEISURE

"With beautiful beaches and luxe oceanfront resorts, San Juan, Puerto Rico, is the Caribbean destination dreams are made of — no passport required for U.S. citizens. But if you come to San Juan for nothing more than stretching out on the sand, you're missing out."

Date: 2/9



USA TODAY

'PRISON BREAK' ACTOR AMAURY NOLASCO WANTS YOU TO DO THIS WHEN YOU VISIT PUERTO RICO

"This project is deeply personal to me," Nolasco told USA TODAY, reflecting on his Puerto Rican roots. "I hope travelers will see Puerto Rico through the eyes of someone who calls it home — understanding that every visit is an opportunity to connect, preserve and celebrate our rich heritage."

Date: 2/12



13 AFFORDABLE HONEYMOON DESTINATIONS AROUND THE WORLD

Condé Nast Traveler

"For a lush and colorful Caribbean honeymoon, explore Puerto Rico's less-visited west coast. Fly into San Juan, rent a car, and head to the charmingly small and coastal municipal of Isabela. Head to Playas Hobos for the locally loved and serene beach of Playas Jobos."

Date: 2/13

