



# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

FEBRUARY 21<sup>st</sup> – FEBRUARY 27<sup>th</sup>, 2025

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

2.38B+ IMPRESSIONS

EARNED MEDIA  
VALUE

\$47.66M+ EARNED MEDIA VALUE

## Condé Nast Traveler

### 9 AFFORDABLE CARIBBEAN ISLANDS FOR YOUR NEXT GETAWAY

### A FIRST-TIME VISITOR'S GUIDE TO PUERTO RICO

## Forbes

"While the Island is packed full of scenic gems from Cabo Rojo to Fajardo, planning a trip across the entire territory can be a little too ambitious for first-time visitors—but fortunately, there's no shortage of charming attractions to explore around the capital that are easily accessible without ever setting foot in a rental car."

Date: 2/24

"Fly into San Juan and rent a car to drive west, or fly directly into Anguilla or Ponce. There, you can drive up or down the southwest side of the island and find untouched beaches, surf shops, and local markets with the freshest and fairly priced farm-to-table products."



Date: 2/23

## Boston MAGAZINE

### A NEW ENGLAND TRAVELER'S GUIDE TO SAN JUAN, PUERTO RICO

### THE 11 OLDEST BUILDINGS IN AMERICA

## AD

ARCHITECTURAL DIGEST

"Beyond the familiar comforts, Puerto Rico remains one of the most budget-friendly and convenient destinations (think no passports, same currency, and nonstop flights) in the heart of the Caribbean. And with several new award-winning restaurants and posh hotels, it's about time to dive into la Isla del Encanto—the Island of Enchantment."



"After the Southwest, the Caribbean—namely, Puerto Rico—takes the cake for containing the most oldest architecture in America."

Date: 2/26

Date: 2/25

## THE POINTS GUY

### THE 16 BEST SOLO TRAVEL DESTINATIONS IN THE WORLD

### WOMEN AT THE HELM: HOW PUERTO RICAN ENTREPRENEURS ARE DRIVING TOURISM GROWTH

## WEALTH OF GEEKS

"Puerto Rico is an excellent choice for American solo travelers who want a Caribbean experience without having to keep their passports handy. As a U.S. territory, it also offers the convenience of using the U.S. dollar as its currency."



"From culinary pioneers to sustainable tourism advocates, these women are redefining the Island's travel experience, preserving cultural traditions while pushing the industry forward."

Date: 2/27

Date: 2/27

