

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MARCH 21st – MARCH 27th, 2025

EARNED MEDIA PLACEMENT HIGHLIGHTS

888.76M+ IMPRESSIONS

EARNED MEDIA VALUE

\$17.78M+ EARNED MEDIA VALUE



'VITAMIN T' IS LATEST VACATION TREND FOR TRAVELERS SEEKING 'LONGER, HEALTHIER LIVES'

"Rincón offers numerous waterfront activities, including snorkeling, surfing and more, if you're looking to disconnect from tech during your wellness-inspired getaway. If you prefer to ocean gaze from the land, consider checking out Faro de Punta Higüera, a historic lighthouse located at the westernmost point of town."

Date: 3/22

WHERE TO TRAVEL IN APRIL 2025



"Travelers eyeing a last-minute spring break escape should target a getaway to Puerto Rico. Americans venturing to this U.S. territory won't have to worry about their passport status, of course, but travelers from all over the world can also take advantage of special hotel and resort savings on top of the splendid Caribbean climate, culture and history."

Date: 3/23



4 'INTERNATIONAL' DESTINATIONS WHERE AMERICANS CAN TRAVEL WITHOUT A PASSPORT

"I doubt I need to sell you on a trip to Puerto Rico. Not only is the island home to pristine beaches and tropical stretches of jungle, but the capital city of San Juan is also one of the oldest Spanish colonial settlements in the region."

Date: 3/25



WILDLIFE SPOTLIGHT: SEARCHING FOR PUERTO RICO'S NATIVE PARROTS



"While the Caribbean commonwealth of Puerto Rico is renowned for its pristine beaches, there's a wealth of natural wonders to explore in the island's interior as well. Just 45 minutes east of San Juan, El Yunque National Forest stands as a testament to the lush beauty of Puerto Rico's Cordillera Central, with all sorts of fascinating flora and fauna thriving within its boundaries."

Date: 3/25



SPRING BREAK GETAWAYS WITH EASY ACCESS FROM THE LOWER HUDSON VALLEY AND NYC

"Nestled along Isla Verde Beach in one of the Caribbean's most desired destinations, the historic Fairmont El San Juan Hotel, features an unparalleled blend of vibrant Puerto Rican culture and world-class luxury, making it ideal for couples, singles, and families."

Date: 3/26

9 'TOURIST TRAPS' THAT ARE 100% WORTH THE TRIP



"There's no better place to experience the luscious greenery and waters of Puerto Rico than at El Yunque rainforest. Although it can be crowded during peak season — which is typically about mid-December through April — it's still well worth the visit. El Yunque features hiking trails and lagoons, allowing you to experience different types of wildlife. If you're up for a little more adventure, you can also plan an activity like zip-lining or riding an ATV."

Date: 3/27

FOR ANY QUESTIONS, PLEASE CONTACT:
DISCOVERPRCOLLECTIVECORE@HSCOMMUNICATIONS.COM

