



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MARCH 7th – MARCH 13th, 2025

EARNED MEDIA PLACEMENT HIGHLIGHTS

364.8M+ IMPRESSIONS

EARNED MEDIA VALUE

\$7.29M+ EARNED MEDIA VALUE

TimeOut

THE MOST BEAUTIFUL ISLANDS IN THE U.S. FOR A BEACH VACATION

"Experience the rich blend of cultures, stunning Caribbean beaches, and exciting nightlife without a passport in Puerto Rico. The U.S. territory is just a short flight from Miami."



Date: 3/7

11 BEST BEACHES IN THE US TO VISIT THIS YEAR



Date: 3/11

drew & jonathan™

"This small, uninhabited island in Puerto Rico looks like something right out of a postcard. Fajardo is an eastern Puerto Rican beach town with iconic water sports, boat life, and the bioluminescent Laguna Grande."

THE POINTS GUY ↗

11 BEST SPRING BREAK DESTINATIONS TO GO TO IN 2025

"Puerto Rico is the best of both worlds when you want to feel far away without a long flight — or passport. The Spanish-speaking island that's part of the United States offers visitors some sublime natural beauty in the form of El Yunque National Forest, magical bioluminescence in Vieques and vibrant beaches such as Flamenco, not to mention migrating humpback whales, usually into March."



Date: 3/11

PUERTO RICO: SPRING BREAK EDITION

HER CAMPUS™

"In the days that followed, we visited Old San Juan and all of its castles and streets filled with colorful buildings. We purchased souvenirs and made sure to try lots of authentic Puerto Rican cuisine too. Walking along the water at sunset and seeing all of the stray cats that live in the area was one of my favorite parts, if I'm being honest."



Date: 3/12

TIME

THE WORLD'S GREATEST PLACES OF 2025 / LALA

"We focus on crafting an experience where our guests feel truly at home," says 34-year-old chef Guillermo López Folch, an Eric Ripert acolyte. "Puerto Ricans have a deep tradition of welcoming people to the table, whether they are friends, family, or strangers."



Date: 3/13

17 BEST BARS IN PUERTO RICO, FROM SAN JUAN TO RINCÓN

Condé Nast Traveler

"Exploring Puerto Rico's bar scene can easily fill an entire itinerary; a tipping trip through clandestine speakeasies, bohemian beer taverns, storied dives, award-winning mixology shrines, and, of course, sun-drenched beachfront bars slinging frozen drinks."



Date: 3/13