



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MARCH 14th – MARCH 20th, 2025

EARNED MEDIA PLACEMENT HIGHLIGHTS

2.19M+ IMPRESSIONS

EARNED MEDIA VALUE

\$43.83M+ EARNED MEDIA VALUE

TRAVEL+NOIRE

12 LAST MINUTE EASTER GETAWAYS PERFECT FOR BLACK FAMILIES

“El Conquistador Family Resort offers an authentic Puerto Rican getaway with stunning oceanfront views. There are world-class amenities for everyone in your party — no matter their age. Set sail to its spectacular, private 100-acre getaway featuring white sand beaches, uncrowded pools, and water slides.”



Date: 3/14

PUERTO RICO WITH KIDS: A 5-DAY ITINERARY FOR OFF THE BEATEN PATH ADVENTURES



“Whether you’re looking for a beach retreat or an adventure-filled trip, Puerto Rico offers a variety of kid-friendly places and activities that turn family vacations into unforgettable experiences.”



Date: 3/15

EL DIARIO

LA MAGIA DEL CAMPO PUERTORRIQUEÑO

“Para los amantes de la naturaleza y la aventura, Borinquen ofrece experiencias agroturísticas inolvidables en fincas dedicadas a la producción sostenible y la preservación del entorno natural.”



Date: 3/16

THE BEST BEACHES IN PUERTO RICO

Condé Nast Traveler

“The best beaches in Puerto Rico are some of the most ideal places to soak up all the Caribbean glamour that earned this island its rather endearing epithet, Isla del Encanto. From the long stretches of reef swarming with candy-colored fish that you’ll find at La Parguera to the consistent waves that peel like butter off Pine Grove, there’s plenty to love about the beaches on this island.”



Date: 3/18

InStyle

I SPENT 3 WEEKS IN PUERTO RICO- HERE'S EVERYTHING I PACKED AND BOUGHT THERE

“The archipelago is beaming with sartorial prowess. Looking good (or, “de punta en blanco”) is an ethos that’s embedded in Puerto Ricans from a young age, resulting in a constant display of ruffled dresses, gold hoop earrings, and chic espadrilles that are easy to spot on a visit there.”



Date: 3/18

6 CRUISE PORT CITIES WITH WORLD CLASS FOOD SCENES

bon appétit

“With its blue cobblestoned streets and homes splashed with cheery pastel colors, Old San Juan is a flaneur’s paradise. Lunch at El Convento, a 350-year-old former Carmelite convent turned luxury hotel. Patio Del Nispero, the hotel’s outdoor restaurant, offers contemporary takes on dishes like mini alcapurria fritters stuffed with ground beef and mamposteao rice-and-bean croquettes.”

Date: 3/19