



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

NOVEMBER 21ST – DECEMBER 5TH, 2024

EARNED MEDIA PLACEMENT HIGHLIGHTS

4.86B+ IMPRESSIONS

EARNED MEDIA VALUE

\$97.26+ EARNED MEDIA VALUE

Bloomberg

PUERTO RICO IS A FLOATING ISLAND OF DESIRABILITY

"It's a trifecta of tourism growth: more visitors, but also longer stays and a higher spend that reached a record \$9.8 billion in 2023, boosting small businesses as well as major brands. 'We don't have a slow season in Puerto Rico anymore,' says Brad Dean, chief executive officer at Discover Puerto Rico."



Date: 11/25

DISCOVER THE 12 BEST THINGS TO DO IN PERFECT PUERTO RICO

lonely planet

"From the lush and humid forests of the central mountains to the idyllic surfing beaches of the northwest, Puerto Rico is a haven for ecotourism. f it's a love of the natural world that has enticed you to the island, it's the sands, the incredible landscapes, and the historical cities that will keep you enchanted."



Date: 11/28

OUT TRAVELER

SAN JUAN, PUERTO RICO, IS THE SUNNY CURE FOR YOUR WINTER BLUES

"With more than 300 miles of stunning coastline and a vacation-perfect climate, Puerto Rico is often called America's Costa del Sol. Factor in 120 weekly flights from 20 airlines into San Juan, and it's no wonder this island paradise is buzzing year-round! Despite its predominantly Catholic roots, Puerto Rico is remarkably LGBTQ+-welcoming, offering a progressive atmosphere that fosters inclusivity."



Date: 11/29

PUERTO RICO IS WELCOMING MAJOR NEW HOTELS AS MEETINGS BOOM

meetings TODAY

"Puerto Rico is on an incredible trajectory, with 2023 shaping up to be the most successful year for meetings and events in nearly a decade, and we are poised to continue this momentum into 2025 and beyond," said Ed Carey, chief sales officer for Discover Puerto Rico. 'Our destination is not just appealing because of its technologically advanced facilities; it's the unique blend of vibrant culture, gastronomy and thrilling outdoor adventures that truly sets us apart.'"



Date: 12/2

The New York Times

6 WARM GETAWAYS THAT WILL LIFT YOUR SPIRITS

"San Juan, the capital of Puerto Rico, is the gateway to a string of beautiful beaches along the island's northern coast. In Condado, an oceanfront community just 15 minutes east of the cobblestone streets of Old San Juan, you'll find plenty of sand, along with shopping, nightlife, and hotels like the luxurious, century-old Condado Vanderbilt."



Date: 12/3

TOROVERDE OFFERS CULTURE AND THRILLS WITH 2 PUERTO RICO PARKS

TRAVELAGE WEST

"Families looking to inject their Caribbean vacation with a healthy balance of culture and excitement may want to take a fresh look at Puerto Rico, where a company called ToroVerde recently debuted a science and culture park that serves as an ideal complement to its popular adventure park."



Date: 12/5