

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 24 – JULY 1, 2022

EARNED MEDIA PLACEMENT HIGHLIGHTS

3.6M+ IMPRESSIONS

SOCIAL REACH HIGHLIGHTS

2.4M+ IMPRESSIONS

PUERTO RICO TRAVEL GUIDE FOR LGBTQ+ TRAVELERS



"Puerto Rico and its people are more than rum, the tropics and food. They are a group of happy and energetic people that are proud of their heritage and culture and for a good reason."

Date: 6/29

LATINISTA

"Cowan told Latinista he loves Old San Juan, for its colorful houses and lively atmosphere and Arecibo in particular for its amazing views and inspiring sunsets, specifically from Cueva Ventana."

Date: 6/24

SUNSHINE AND DESIGN – FASHION WEEK STANDOUT CHRISTIAN COWAN DESIGNED A LUXURY TEE HONORING HIS LOVE OF PUERTO RICO



BEST CARIBBEAN CRUISE TIPS TO HELP YOU MAKE THE MOST OF YOUR TIME ABROAD AND ASHORE



"For insights into the area's colonial past, visit the massive stone fortresses and La Fortaleza in San Juan, Puerto Rico. Wander the narrow cobblestone streets of Old San Juan."

Date: 6/29

instinct

SAN JUAN, PUERTO RICO WAS THE TRAVEL ITCH CURE WE NEEDED

"The emerging Santurce neighborhood is the art and nightlife nexus of San Juan. Today, formerly rundown buildings are canvases for vibrant street art, house James Beard Award-nominated restaurants, and invite the LGBTQ+ community to dance deep into the night"

Date: 6/30

10 Best Rums For A Coquito



"Coquito is typically compared to eggnog, but with a tropical twist. The drink is a blend of various kinds of milk, coconut, cinnamon, and rum that's meant to be sipped during the holiday season."

Date: 7/1

THE MANUAL

"Vieques, an island off the coast of Puerto Rico, is home to Playa Negra, a black sand beach formed from the black sands that wash down from Monte Pirata during heavy rainfall."

Date: 6/26

17 BEST EXOTIC BLACK SAND BEACHES IN THE WORLD

