

# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JULY 22 – JULY 29, 2022

EARNED MEDIA PLACEMENT HIGHLIGHTS

11.1M+ IMPRESSIONS

SOCIAL REACH HIGHLIGHTS

1.3M+ IMPRESSIONS

## AMID A HEALTHY REBOUND, PUERTO RICO UNVEILS FRESH BRANDING INITIATIVE AND NEW DEVELOPMENTS



**TSNN** Trade Show News Network

"Rebuilding has been vitally important over the past four years and to position Puerto Rico to not just come back bigger and better and stronger but to put the transformative power of tourism to work for our people and realize the importance of meetings and events." – Brad Dean, CEO Discover Puerto Rico

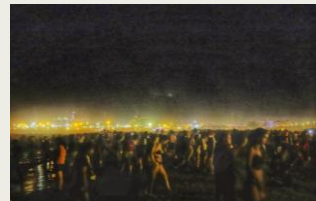
Date: 7/28

**trip**savvy

"I asked a few locals if what I had experienced the night before was common for the celebration. They all smiled and said the same thing: Noche de San Juan is always a party—after all, no one wants bad luck."

Date: 7/25

## PUERTO RICO'S NOCHE DE SAN JUAN IS THE BIGGEST BEACH PARTY YOU DIDN'T KNOW ABOUT



## SAN JUAN'S WARMTH AND VIBRANT NIGHT LIFE



"Puerto Rico has a culture that is meant to be experienced rather than read about or passively viewed. You'll learn more about it through its food, art, and people than you ever could through a screen. I was so glad to visit Puerto Rico and live Boricua for a few days."

Date: 7/26

**Go NOMAD**



TRAVEL AWAILS

"Although Puerto Rico's bays luminesce year-round, you'll have the best experience on a dark night. Kayaking during a new moon is preferable because the glow percentage is usually higher."

Date: 7/24

## 11 THINGS I WISH I KNEW BEFORE TAKING A BIOLUMINESCENT BAY TOUR IN PUERTO RICO



## HOW TO CELEBRATE LIFE LIKE A LOCAL



**Smart**meetings

"To Live Boricua is an experience like no other, and research has shown us that once a traveler gets a taste of it, they understand what truly makes Puerto Rico special and they crave more." – Leah Chandler, CMO Discover Puerto Rico

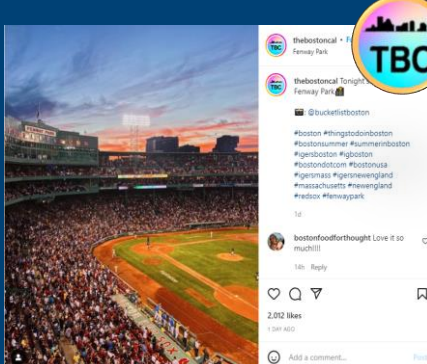
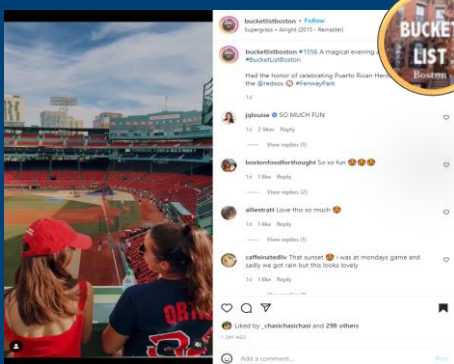
Date: 7/28

**ASPEN** EN ESPAÑOL

"Discover Puerto Rico partnered with Rums of Puerto Rico to exhibit drinks and cocktails made with brands such as Bacardi, Don Q and Ron del Barrilito."

Date: 7/25

## AMBASSADOR OF GOOD FLAVOR



Ketchum

FOR ANY QUESTIONS, PLEASE CONTACT:  
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DISCOVER **Puerto Rico**  
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