



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

AUGUST 1-31, 2022

EARNED MEDIA
PLACEMENT HIGHLIGHTS

547M+ IMPRESSIONS

EARNED MEDIA
VALUE

7M EARNED MEDIA VALUE

2022 WORLD'S BEST AWARDS
TOP 5 PUERTO RICO RESORT
HOTELS (PRINT)

TRAVEL+
LEISURE

*Includes: Dorado Beach, a Ritz-Carlton Reserve, St. Regis Bahia Beach Resort, Condado Ocean Club, Condado Vanderbilt Hotel and Hyatt Regency Grand Reserve Puerto Rico

Date: August Issue Date: 8/16

FOX 5
NEW YORK

MIXING COCKTAILS ON
NATIONAL RUM DAY
(BROADCAST)

*Roberto Berdecia, Don Q Ambassador, featured on GoodDay New York to share specialty rum recipes in honor of National Rum Day.



TRAVEL'S UNNEVEN COVID
RECOVERY SEES RECORD
REVENUES, LESSONS AND
LINGERING OBSTACLES

Forbes

"Some destinations are flying high already. Brad Dean, CEO of Discover Puerto Rico, reports 2021 set an "all-time record" for visitor numbers, visitor spending, and tourism-related equipment."

Date: 8/17

meetings
PEOPLE + PLACES TODAY

PUERTO RICO TRENDING UP

"In the last four years, it's been vitally important for us to position Puerto Rico to not just come back, but to come back bigger, better and stronger. And to not just recover, but to put the transformative power of tourism to work for the people of our Island, and the power of meetings and events." – Brad Dean, CEO Discover Puerto Rico

Date: August Issue

10 BEAUTIFUL BEACH
DESTINATIONS THAT OFFER
A SIDE OF CULTURE

AFAR

"With beaches, nightlife, El Yunque tropical rain forest and 500 years of history, Puerto Rico seemingly has it all. Enjoy sun, swim, snorkel, and paddleboard at the three main beaches: Condado, El Escambrón, and Ocean Park."

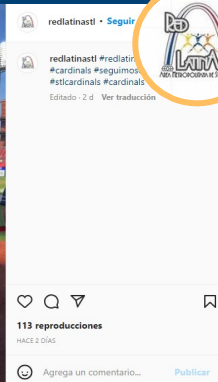
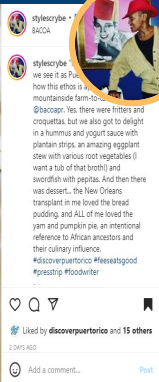
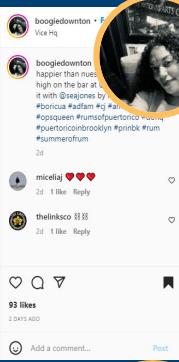
Date: 8/15

TravelDreams Magazine

PUERTO RICO'S AMAZING
TOURISM COMEBACK SINCE
HURRICANE IRMA

"The Luis Muñoz Marín International Airport in San Juan arrivals saw a 23% increase from 2021 with 2.1 million passengers, the highest total number of passengers since 2017."

Date: 8/24



Ketchum

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DISCOVER
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