

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

NOVEMBER 11 – 18, 2022

EARNED MEDIA
PLACEMENT HIGHLIGHTS

78M+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

1.3M+ IMPRESSIONS

PRWeek

"We wanted to create a campaign that truly stood out and no other destination could own. Given the innate nature of the word Boricua, it was essential for the campaign to highlight Puerto Ricans who share what it truly means to 'Live Boricua.'" – Leah Chandler, Chief Marketing Officer

DISCOVER PUERTO RICO SHARES WHAT IT TRULY MEANS TO 'LIVE BORICUA'



THE BEST HOLIDAY DESTINATIONS IN MARCH

Condé Nast Traveller

"Only two hours from Miami, this Caribbean isle has long been the USA's weekend playground. Expect a distinctly Latin flavor with a side of home comforts – Puerto Rico has the biggest shopping mall in the Caribbean and the largest virgin tropical rainforest."

Date: 11/14

The Washington Post

UNESCO AT 50: 24 WORLD HERITAGE SITES TO SEE ACROSS AMERICA

"La Fortaleza and San Juan National Historic Site in Puerto Rico are reachable by foot or free tram. The best time to visit is May through October."



TRAVEL PULSE

FIVE HOTELS TO CELEBRATE NEW YEAR'S EVE IN THE CARIBBEAN

"Caribe Hilton, a fun and luxurious resort has prepared a great plan for its guests this holiday season, including games in a giant water inflatable, New Year's Day fireworks display, and complimentary Piña Colada cocktails, among others."

Date: 11/16

lonely planet

DON'T MISS PUERTO RICO'S BEST FOOD AND DRINK

"It's impossible to imagine Puerto Rican food without the plantain, imported during the 16th and 17th centuries. Plantains are a Puerto Rican staple and for a good reason."



HOW TO HAVE A TROPICAL DESTINATION WEDDING WITHOUT TRAVELING ABROAD

GayCities

"If you're looking for a luxurious place for a destination wedding, Puerto Rico might pleasantly surprise you. From friendly queer locals to days on the beach or a kayak trip at night in the bioluminescent bay, your tropical stay is sure to be unforgettable."

Date: 11/7

Washington Post Travel @WaPoTravel

UNESCO at 50: 24 World Heritage sites to see across America



washingtonpost.com
UNESCO at 50: 24 World Heritage sites to see across America
This year marks the 50th anniversary of the World Heritage Convention. Celebrate by visiting the 24 UNESCO sites in the United States.



PRWeekUS @PRWeekUS

Boricua means "a native of Puerto Rico or a person of Puerto Rican descent."

With its Live Boricua campaign, Discover Puerto Rico (@discover_PR) wanted to show not only what the island offers but "who Puerto Rico is."

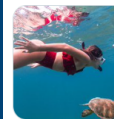


prweek.com
Discover Puerto Rico shares what it truly means to 'Live Boricua'



Travel2latam @travel2latam

Puerto Rico: The tropical paradise that fuses history and nature @discover_PR



es.travel2latam.com
Puerto rico: El paraíso tropical que fusiona historia y ...
Es una de las islas menos conocidas del Caribe, algo así como un verdadero tesoro escondido con un toqu...



Travel Lemming @travellingleming

Announcing our picks for the 50 best places to travel in 2023:



Ketchum

FOR ANY QUESTIONS, PLEASE CONTACT:
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DISCOVER
Puerto Rico
DiscoverPuertoRico.com