

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JANUARY 6 - 13, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

439M+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

10M+ IMPRESSIONS

Condé Nast
Traveler

THE MOST COLORFUL PLACES
IN THE WORLD, FROM
MOROCCO TO VIETNAM

"The colorful city of Old San Juan is an Instagram darling, thanks to a harmonious blend of cobblestone streets, Spanish colonial architecture dating back to the 1500s, and vivid, Caribbean-inspired paint jobs."



REFINERY29

THESE TRAVEL ESSENTIALS KEPT
ME CALM & COLLECTED ON MY
LAST-MINUTE TRIP

"I love buying local items in my destination, especially if they're handmade. If you're a bag fiend (which I'm starting to believe I am), this limited-edition one by Puerto Rican brand Rogative with the official color of the Island's sunset is a total must-have."



Date: 1/9

TRAVEL
PULSE

BEST SMALL TOWNS TO
VISIT IN LATIN
AMERICA IN 2023

"For those looking for relaxation and the best gastronomy, a highly recommended activity is to walk the streets of La Guancha, facing the sea, and offer an extraordinary repertoire of restaurants and bars where tourists enjoy excellent cuisine and cocktails."



BARLEYCORN
Drinks

COCKTAIL CONTROVERSY! THE CASE
FOR A PIÑA COLADA REBOOT

"The Piña Colada's story all started with a contest at one of the most iconic mid-century mod 20th century hotels in the world. The Caribe Hilton opened in 1949 in San Juan, Puerto Rico, and instantly became the Studio 54 of the Caribbean."



Date: 1/4



BEST FAMILY BEACHES
IN PUERTO RICO

"Puerto Rico is blessed with miles of coastline and some of the top beaches in the world. Visitors can access the best beaches because they are all open to the public."



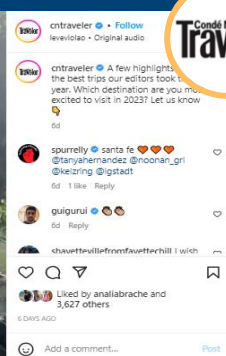
just SHORT OF crazy

ESCAPE THE COLD: 6 SUNNY
DESTINATIONS IN THE USA FOR
WINTER SUN

"Nature, beach, history, and a downtown that's not afraid of color combinations? If you're up for a vacation of a lifetime in the Caribbean, San Juan in Puerto Rico is sure to please."



Date: 1/7



Ketchum

FOR ANY QUESTIONS, PLEASE CONTACT:
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