

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

FEBRUARY 3 – 10, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

91M+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

11M+ IMPRESSIONS

TRAVEL WEEKLY

RAY'S OF 'SUNSHINE' BRIGHTEN PUERTO RICO'S TOURISM OUTLOOK FOR 2023

"We see Puerto Rico's tourism blowing past other destinations in the U.S. and in the Caribbean when it comes to performance which is incredible. You don't take that for granted." – Leah Chandler, Chief Marketing Officer



NATIONAL GEOGRAPHIC

PUERTO RICO'S STUNNING NEW TRAIL TRAVERSES A TROPICAL RAINFOREST

"Just an hour east of the cobblestoned streets and brightly colored Spanish colonial buildings of San Juan, a symphony of bird calls and croaking coquí frogs echoes along the first backpacking trail in a U.S. tropical rainforest."

Date: 2/9

TRAVEL+ LEISURE

29 BEST TROPICAL VACATIONS AROUND THE WORLD

"Art, culture, nightlife, and world-class beaches combine to make Puerto Rico one of the best tropical vacation spots in the world."



TRAVEL AGENT CENTRAL

FOUR HOT CARIBBEAN DESTINATIONS FOR TRAVEL

"On the heels of the COVID-19 pandemic, Puerto Rico reported peaks in incoming travelers, record revenues and more local tourism employees than ever before in its history."



Date: 2/6

NECOLE

PUERTO RICO ITINERARY: BLACK CULTURE

"With every step of my bare feet in the sand and every sway of my hips, I felt not only a once-in-a-lifetime kinship with the land but with all the women who communed together in the dance circle with me, embracing both the living and the memories of those passed on."



lonely planet

8 GREAT WEEKEND GETAWAYS FOR COUPLES IN THE USA

"One of the most welcoming destinations in Puerto Rico – and the entire Caribbean – for LGBTQ+ travelers, San Juan is a warm-weather retreat with gay-friendly neighborhoods, accommodations, nightlife and restaurants, one easily reached from the East Coast of the US."



Date: 2/6

