



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MAY 5 – 12, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

897M+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

33M+ IMPRESSIONS

THE WALL STREET JOURNAL.

TIKTOK BANS ARE CRIMPING STATE TRAVEL MARKETERS

"There is an advantage to being on TikTok because we know that's a place that people are going to engage in that trip-planning process and looking for inspiration where they're going to visit next." – Leah Chandler, CMO Discover Puerto Rico

Date: 5/8

TRAVEL+LEISURE

FLYING TO PUERTO RICO JUST GOT EASIER THANKS TO THIS LOW-COST CARRIER

"Last week, the carrier added flights from San Juan, the capitol of Puerto Rico, to five U.S. cities. The routes are between Luis Muñoz Marín International Airport and Cleveland, Baltimore, Chicago (MDW), Dallas (DFW), and Detroit."



Date: 5/8



10 FAMILY-FRIENDLY DESTINATIONS THAT WON'T BREAK THE BANK THIS SUMMER

"Just a short flight away from the U.S. is San Juan, Puerto Rico's capital. The historic, vibrant city has both captivating history plus lots of family-friendly outdoor activities and restaurants to experience."



Date: 5/8

Skift.

A GROWING INFLUENCER CLASS ATTRACTS A LARGER PIECE OF DESTINATION MARKETING

"When it comes to inspiring people and getting people excited about a destination, showing them something they didn't know about the destination, influencers can be very powerful." – Leah Chandler, CMO Discover Puerto Rico

Date: 5/7

SMARTERTRAVEL

5 MIND-BLOWINGLY BEAUTIFUL BIOLUMINESCENT BEACHES AND BAYS TO ADD TO YOUR BUCKET LIST

"Officially named the brightest bioluminescent bay in the world by Guinness World Records, Mosquito Bay is one of the best places in the world to witness the phenomenon. Located on the small island of Vieques, the bay is a quick ferry ride away from San Juan."

Date: 5/11

OVER THE MOON

THE OVER THE MOON GUIDE TO A PIÑA COLADA-FILLED BACHELORETTE WEEKEND IN PUERTO RICO

"The Caribbean Island sees beautiful weather in the winter with temperatures hovering around 80-degrees with little chance of rain. If you like Piña Coladas...you'll absolutely flip out for the Caribe Hilton."



Date: 5/11

