Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 30 - JULY 7, 2023

EARNED MEDIA **191M+ IMPRESSIONS** PLACEMENT HIGHLIGHTS

FAST@MPANY

THE ERA OF INDIGENOUS TOURISM HAS (FINALLY) ARRIVED

"Puerto Rico is highlighting its native roots with a new marketing campaign, Live Boricua. (Boricua is the name native peoples gave Puerto Rico before the Spanish arrived and is now a colloquial name for Island residents and its diaspora)."

Date: 7/2

REALSIMPLE

MOST AFFORDABLE PLACES FOR A BEACH VACATION AROUND THE WORLD

"San Juan is home to stunning sandy beaches and historic landmarks. Walking the city streets of Old San Juan to admire the historic architecture or visit the Spanish Forts costs little to nothing. And some of the most beautiful beaches are completely public.'

Date: 7/5

PUERTO RICO AIR TRAFFIC KEEPS UP **SIZZLING GROWTH**

"Domestic traffic at Luis Munoz Marin International Airport in San Juan was 1.021 million last month, a sizable 20.5 percent increase over the same period in the already-strong month of June 2022.

KETCHUM

PROGRESS AT WORK

Date: 7/5

Mashed FC Fast Con @FastCo m Caribbean Journal <a>
Yesterday at 12:00 PM · <a>
S m Tour operators from Australia to Canada are adding Indigenous-owned and -led experiences to their catalogs. The Original Piña Colada Recipe Was Served As A Milk Have you been to Puerto Rico in 2023? mashed.com The Original Piña Colada Recipe Was Served As A Milkshake - Mas. Even though we think of piña coladas as alcoholic drinks, that wasn't always the case. The original was more like a milkshake tha. e - Mas.. erto Rico Air Traffic Keeps Up Sizzling Growth mpany 🙎 8:39 AM · 🔇 Caribbean Journal 🤗 5h · 🎯 Real Simple RS operators from Australia to Canada are adding Indigenous-d and -led experiences to their catalogs. Have you been to Puerto Rico Beach vacations are a luxury 3 Most Affordable Places for a Beach Vacation Around the World OMPANY.COM JetBlue Just Started Two New Nonstop Flights to Puerto Rico - Caribbean Journal The era of Indigenous tourism has (finally) arrived

Caribbean Caribbean

SOCIAL REACH HIGHLIGHTS

8M+ IMPRESSIONS

RECIPE WAS SERVED

THE ORIGINAL PIÑA COLADA mashed



originated in Puerto Rico has become recipe, was created at the San Juan, Puerto Rico Caribe Hilton."

Date: 7/4



THE MOST AFFORDABLE BEACHES TO VISIT THIS SUMMER

*Includes Playa de Isla Verde in San Juan and Balneario Seven Seas in Fajardo

Date: 7/1

JETBLUE JUST STARTED TWO NEW NONSTOP FLIGHTS TO PUERTO RICO

"The Island has another two new routes to its roster. JetBlue has officially started its newest routes to Puerto Rico, with brandnew service from Raleigh-Durham International Airport and Tampa International Airport." Date: 7/6



