

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 1-30, 2023

EARNED MEDIA PLACEMENT HIGHLIGHTS

3B+ IMPRESSIONS

EARNED MEDIA VALUE

S57M EARNED MEDIA VALUE

TRAVELAGE WEST LGBTQ+ TRAVEL TODAY

WHAT'S TRENDING IN

AFAR

"There's a lot to love about Puerto Rico: scenic beaches, verdant rain forests, iconic dishes, coffee culture, a thriving agritourism scene. As a U.S. citizen, you do not need a passport to go to Puerto Rico.'

Date: 6/26

DO YOU NEED A PASSPORT TO GO TO PUERTO RICO?



"Since the DMO's inception, cultivating an authentically welcoming, inclusive environment and elevating the Island in the eyes of the queer community has been and will always be one of our core pillars and driving commitments. – Leah Chandler, Chief Marketing Officer

Date: 6/5

Smithsonian

"At the stroke of midnight on June 23, some people in Puerto Rico plunge backward into the ocean to stave off negativity and bring luck. This leap of faith is part of Noche de San Juan celebrations, which mark the eve of Saint John the Baptist's Nativity.'

Date: 6/5

NINE WAYS PEOPLE CELEBRATE THE SUMMER SOLSTICE AROUND THE WORLD





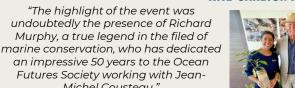
PUERTO RICO AIRPORT POST RECORD VISITOR ARRIVALS

"More than 177,000 passengers arrived at Aguadilla's Rafael Hernández Airport, an 11 percent increase over the previous year-todate high achieved in 2019, citing data from the Puerto Rico Ports Authority.

JEWISH JOURNAL

Michel Cousteau.'

WORLD ENVIRONMENT DAY 2023 AT DORADO BEACH, A RITZ-CARLTON RESERVE



BIZBASH

WHAT'S NEW IN MEETINGS AND TRADE SHOWS

"On top of a record-breaking year for Puerto Rico in MICE in 2022, this year is continuing strong, with the Island hosting a wide variety of events and bookings for venues on the rise. – Ed Carey, Chief Sales Officer

Date: 6/20





















