

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

NOVEMBER 1-30, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

560M+ IMPRESSIONS

EARNED MEDIA
VALUE

\$5.6M EARNED MEDIA VALUE

MEN'S JOURNAL

HERE'S WHAT AN IDEAL THREE DAYS
IN PUERTO RICO LOOKS LIKE

"No matter the type of traveler you may be, whether you're seeking an adrenaline rush or a relaxing getaway, Puerto Rico has something for everyone. From zip-lining through the canopy of El Yunque National Forest, to snorkeling in the crystal-clear waters off of the coast of Santa Isabel, there are countless ways to immerse yourself in the Island's natural beauty."



USA TODAY

CHRISTMAS IS LONGER (AND WARMER)
IN PUERTO RICO: WHAT YOU CAN
EXPECT IN A HOLIDAY GETAWAY



"We have the longest holiday season in the world. By the time Thanksgiving rolls around for us it's already Christmas." –
Xiomara Rodriguez, Communications
Director

Date: 11/20

People
EN ESPAÑOL

TOAST BIG: DELICIOUS
COCKTAILS TO GO WITH YOUR
THANKSGIVING DINNER

*Includes ingredients and instructions
for traditional coquito recipe



AFAR

WHERE YOU CAN TRAVEL WITHOUT
A PASSPORT
(BEYOND THE 50 UNITED STATES)

"With wildly diverse terrain, colorful historic towns, and a thriving nightlife scene, Puerto Rico makes a compelling case for leaving the mainland for a while. U.S. citizens are not required to have a passport to visit Puerto Rico."

Date: 11/1

Outside

THE WORLD'S TOP 10
TROPICAL ADVENTURES

"Feast on farm food in Puerto Rico's mountains. The most delicious meal in Puerto Rico is served high up in the lush Cayey Mountains at El Pretexto, a small farm and humble bed-and-breakfast an hour's drive south of the coastal capital of San Juan."



GayCities

THIS GAY-FRIENDLY REMOTE ISLAND
IS THE CARIBBEAN'S
BEST-KEPT SECRET

"With its pristine beaches, crystal clear waters, and unique blend of history and culture, Vieques is a hidden gem just waiting to be uncovered. When you set foot on Vieques, you'll feel like you've found a secret treasure only shared among those lucky enough to stumble upon it."

Date: 11/15

