



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MARCH 28th – APRIL 3RD, 2025

EARNED MEDIA PLACEMENT
HIGHLIGHTS

2.87B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$57.34M+ EARNED MEDIA VALUE



19 'BABYMOON' DESTINATIONS FOR EXPECTING COUPLES

"Visit Puerto Rico for salsa music, delicious traditional restaurants or the window shopping in Old San Juan. Tour Castillo San Felipe del Morro, aka 'El Morro,' a six-story Spanish fortification, catch a weekend festival or admire colorful street art."

Date: 3/31



ADULT SPRING BREAK VACATIONS IN COLORADO AND BEYOND



"For somewhere that feels far from Colorado without all the hassle of international travel, United offers a daily direct flight from Denver to San Juan, Puerto Rico, that makes airport travel feel like a vacation itself. Find yourself walking amongst the historic cobblestone streets of Old San Juan with colorful building facades and scenic stops at almost every street corner."

Date: 3/31



PLAN YOUR PLANTAINS WISELY: HOW TO EAT LIKE A LOCAL IN SAN JUAN



"The food we think of as Puerto Rican today is a mix of culinary influences, including Taino, Spanish Crillo, and African, reflecting the tastes and needs of the various waves of inhabitants of the Island."

Date: 4/1



THESE ARE THE 10 BEST CITIES FOR COFFEE IN THE US

FOOD & WINE

"While café con leches continue to be a popular order in San Juan, Abner Roldan and Karla Quiñones of Café Compañía also love to share Miel de Avenas, inspired by chichaito, an artisanal Puerto Rican beverage."

Date: 4/2



METRO GETAWAY: DISCOVER RIO GRANDE, PUERTO RICO

"Only 30 minutes from San Juan Airport, this family-friendly paradise is easily accessible with direct flights from Tampa, making it the perfect getaway without the need for a passport."

Date: 4/2



WHERE TO GO FOR MEMORIAL DAY WEEKEND



"While Puerto Rico certainly warrants repeat visits, you can get a good taste of San Juan and its surrounding beaches in just three days. Walk around the capital city's candy-colored historic district and sample classic Puerto Rican cuisine at Café Manolin, then rent a car and seek out some nature."

Date: 4/3

