



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

APRIL 4TH – APRIL 10TH, 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

2.9B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$57.8M+ EARNED MEDIA VALUE

Condé Nast Traveler

9 DESTINATIONS
WHERE A (RELATIVELY)
CHEAP FAMILY
VACATION IS
POSSIBLE

"Few places in the Caribbean tick all the boxes the way Puerto Rico does: dozens of daily non-stop flights, a mix of beach and culture, and plenty of affordable activities and places to stay. Plus you don't even need your passport."

Date: 4/5

MOMS AND DADS ARE
SHARING THEIR
FAVORITE FAMILY
VACATIONS OF ALL
TIME, IN CASE YOU NEED
SOME IDEAS



BuzzFeed

"Puerto Rico was an amazing place with our kids! It's great because since it's a US territory, the money is the same, the outlets and phones work normally, and no passports are needed. At the same time, you're being immersed in the island culture and Spanish language."

Date: 4/5

HER CAMPUS™

SPRING BREAK IN LA
ISLA DEL ENCANTO:
THE ULTIMATE
PUERTO RICO GUIDE

"Whether you're looking for relaxing waterfalls with crystal blue water or delicious food at beautiful restaurants, I've got you covered with my spring break itinerary."

Date: 4/7



PUERTO RICO IS
THE PERFECT
DESTINATION FROM
PHL RIGHT NOW



Philadelphia MAGAZINE

"Plus, non-stop flights from Philadelphia to Puerto Rico are abundant and affordable. As of press time, we were able to find plenty of flights from April through July for around \$300 roundtrip."

Date: 4/9

The A-List of Travel @
LUXURY TRAVEL
MAGAZINE

DISCOVER THESE DREAMY
ISLAND GETAWAYS THIS
SHOULDER SEASON

"Escape to Dorado Beach, a Ritz- Carlton Reserve, for the ultimate peaceful retreat in Puerto Rico, especially as the shoulder season approaches this May through June. This time of year offers fewer crowds making it the ideal moment to enjoy the island's natural beauty and luxury at its finest."

Date: 4/9

BEST PLACES TO
USE POINTS FOR A
TRIP TO THE
CARIBBEAN

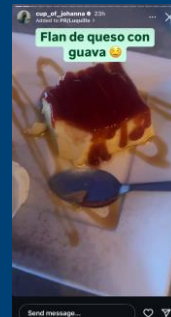
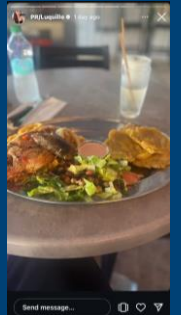
THE POINTS GUY

"Puerto Rico is always a good idea for obvious reasons — the sun, the sand, the good vibes — but this summer will be hotter than ever thanks to rapper Bad Bunny's residency from July 11 to Sept. 14. Now is certainly the time to book your flights and hotel stay so you don't miss out on the fun"

Date: 4/10



cup_of_johanna Ringing in a new year in beautiful Luquillo, Puerto Rico. 🇵🇷 ❤️
8h



Discover
Collective

FOR ANY QUESTIONS, PLEASE CONTACT:
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