



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

APRIL 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

2.23B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$44.71M+ EARNED MEDIA VALUE

Condé Nast Traveler

"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

WHERE TO GO FOR MEMORIAL DAY WEEKEND



WHY PUERTO RICO IS THE PERFECT TRAVEL DESTINATION FROM PHILADELPHIA RIGHT NOW



P

Philadelphia

MAGAZINE

"Need a tropical island getaway that doesn't require a passport or learning a new currency? In less than four hours, you can be in the Caribbean paradise of Puerto Rico. Plus, non-stop flights from Philadelphia to Puerto Rico are abundant and affordable."

Date: 4/9

DISCOVER SILVERSEA

IN PUERTO RICO, A RARITY: A U.S. TROPICAL RAIN FOREST FULL OF FALLS, FAUNA, FLOWERS

"Jorge A. Montalvo Soto, whose company, Patria Tours, has been leading guided tours to El Yunque for eight years, recommends planning your visit to El Yunque so you can focus on the forest when you arrive. 'Feel how the forest gives us life,' Soto says. 'The forest is our treasure. It's a site of cultural heritage. It's a site of unique biodiversity. And it's a place that gives life.'"

Date: 4/17



BAD BUNNY HAS EVERYONE THIRSTING TO BOOK A FLIGHT TO PUERTO RICO

"They can take the Benito pilgrimage from San Juan's vibrant night life to the waterfalls of El Yunque, and from the cobblestone streets of Old San Juan to the beaches of Rincón. It's not just tourism, it's cultural immersion through the lens of reggaetón."

Date: 4/14

HUFFPOST

THE POINTS GUY

THE BEST TIME TO VISIT PUERTO RICO IS ITS EARLY SUMMER SHOULDER SEASON

"[B]ut there's an underrated sweet spot in May and June when the weather is still pleasant, tourists have started to return home, and culture flourishes in the capital. Best of all, no passports are necessary — meaning you won't have to deal with the increasing hassles of border controls that have been making the news this year."

Date: 4/22



DISCOVER PUERTO RICO SITE SPOTLIGHTS GREEN TRAVEL OPTIONS



TRAVELPULSE

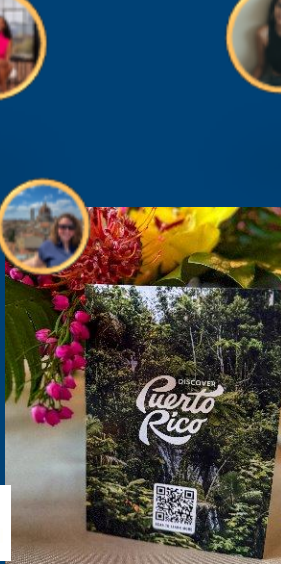
"The Green Path utilizes storytelling and immersive educational content to provide prospective Puerto Rico travelers with 'a fresh, interactive' perspective on sustainable tourism created 'in collaboration with local creators, environmental stewards, and cultural leaders,' according to Discover Puerto Rico officials."

Date: 4/24



talking about all of the dishes and the history of Puerto Rico

jobinafortson Puerto Rico has such a rich history and culture, exceptional food and a thriving ecosystem! Thank you @discoverpuertorico for teaching me more about your beautiful home ❤️



sarabh_travelin Come with me to discover what makes #PuertoRico so dang delicious.



cup_of_johanna Every single girl needs to take a solo trip to Puerto Rico. What a magical time! 🇵🇷 🍷 🌿