

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JANUARY

EARNED MEDIA
PLACEMENT HIGHLIGHTS

13.31B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$266.2M+ EARNED MEDIA VALUE

ESSENCE

**BLACK GIRL'S GUIDE
TO TRAVEL: WHERE
BLACK WOMEN
SHOULD GO AND STAY
IN 2025**

"Although you don't need a passport to go there, that doesn't mean you should sleep in Puerto Rico. Over the last few years, the island has quietly become a foodie's paradise, and this year, they are finally ready to share their unique flavor with the world."

Date: 1/2

**THRILLIST
UNPACKED 2024:
THE TRIPS THAT
MADE OUR YEAR**



"Instead of spreading its nightlife across the island, many of the area's best nightlife options are focused in La Placita, a former farmers market turned maze of clubs, bars, and restaurants that open around 9 pm and close around 5 am. This concentration means there are ample opportunities for any type of group to find nighttime entertainment in close walking distance to popular hotels, well-rated Airbnbs, and noteworthy landmarks in case someone inevitably gets separated from a group."

Date: 1/26

Condé Nast Traveler

**THE BEST
PLACES TO
VISIT IN APRIL**

"Over the past few years, Puerto Rico has emerged as the culinary capital of the Caribbean, and the attendees of the inaugural Puerto Rico Wine and Food Festival in 2025 will be able to experience exactly why the island is home to all things delicioso."

Date: 1/28



**NEW HOTELS,
RESTAURANTS, AND
FLIGHT ROUTES—
WHY YOU SHOULD
TRAVEL TO THE
CARIBBEAN RIGHT
NOW**

AFAR

"San Juan is emerging as not only one of the most interesting food cities in the Caribbean but also across the United States. In 2023, Natalie Vallejo of Cocina al Fondo became the first Puerto Rican chef to win a James Beard Award, earning the title best chef in the South, and this spring, the city is hosting the inaugural Puerto Rico Wine & Food Festival for four days April 3-6."

Date: 1/23

TRAVEL+ LEISURE

**THIS TINY CARIBBEAN
ISLAND OFF THE COAST OF
PUERTO RICO IS HOME TO
ONE OF THE WORLD'S BEST
BEACHES - NO PASSPORT
REQUIRED**

"Though Playa Flamenco steals the spotlight, the island is well-rounded with great food, friendly people, and a laidback vibe, and has too many beautiful, bare beaches to count," says Jorge Montalvo, founder and CEO of Patria Tours. "I can't think of a better beach destination in the Caribbean."

Date: 1/26

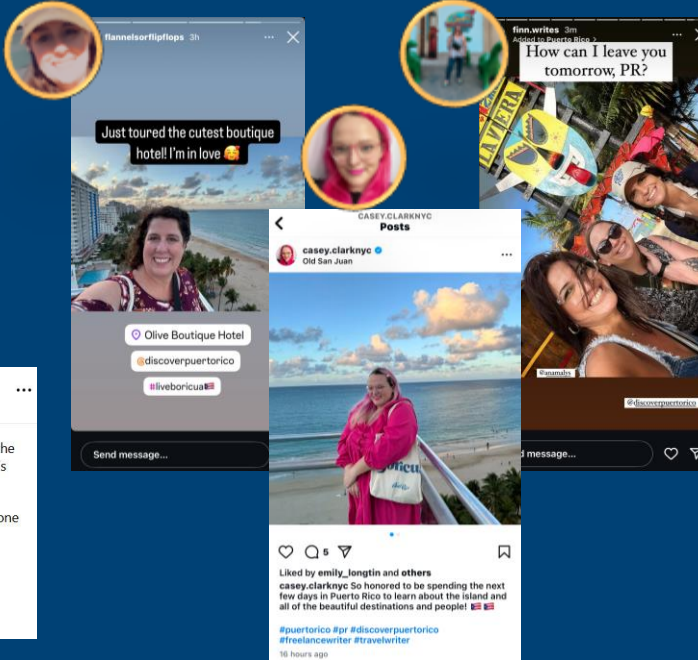


**DISCOVER PUERTO
RICO CELEBRATES
RECORD-
BREAKING 2024**



"Discover Puerto Rico, the Island's official Destination Marketing Organization (DMO), has announced a record-breaking year for its tourism industry in 2024 with remarkable growth in air travel, lodging and leisure and hospitality sector employment."

Date: 1/29



**Discover
Collective**

FOR ANY QUESTIONS, PLEASE CONTACT:
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