

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MARCH

EARNED MEDIA
PLACEMENT HIGHLIGHTS

7.8B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$156.3M+ EARNED MEDIA VALUE

**USA
TODAY**

EVERYONE'S
VACATIONING IN
PUERTO RICO. CAN THE
ISLAND HANDLE IT?

"This is about changing perceptions," Davelyn Tardi, public relations director for Discover Puerto Rico, told USA TODAY. "We are not an all-inclusive Caribbean resort destination. We have history, culture, art and traditions that we want visitors to experience firsthand."

Date: 3/3



THE WORLD'S
GREATEST PLACES
OF 2025 / LALA



TIME

"We focus on crafting an experience where our guests feel truly at home," says 34-year-old chef Guillermo López Folch, an Eric Ripert acolyte. "Puerto Ricans have a deep tradition of welcoming people to the table, whether they are friends, family, or strangers."

Date: 3/13

EL DIARIO

LA MAGIA DEL CAMPO
PUERTORRIQUEÑO

"Para los amantes de la naturaleza y la aventura, Borinquen ofrece experiencias agro-turísticas inolvidables en fincas dedicadas a la producción sostenible y la preservación del entorno natural."

Date: 3/16



THE BEST
BEACHES IN
PUERTO RICO



**Condé Nast
Traveler**

"From the long stretches of reef swarming with candy-colored fish that you'll find at La Parguera to the consistent waves that peel like butter off Pine Grove, there's plenty to love about the beaches on this island."

Date: 3/18

TRAVELPULSE

WHERE TO
TRAVEL IN APRIL
2025

"Americans venturing to this U.S. territory won't have to worry about their passport status, of course, but travelers from all over the world can also take advantage of special hotel and resort savings on top of the splendid Caribbean climate, culture and history."

Date: 3/23



9 'TOURIST
TRAPS' THAT
ARE 100%
WORTH THE TRIP

"There's no better place to experience the luscious greenery and waters of Puerto Rico than at El Yunque rainforest. Although it can be crowded during peak season — which is typically about mid-December through April — it's still well worth the visit. El Yunque features hiking trails and lagoons, allowing you to experience different types of wildlife. If you're up for a little more adventure, you can also plan an activity like zip-lining or riding an ATV."

Date: 3/27

HUFFPOST



writetoonhaker
The Grassmatters • Old MacDonald Had A Farm
writetoonhaker What a great way to spend a day in Puerto Rico!! The work they are doing at Frutos del Guacabo to reinvigorate farming on the island, create a more circular economy that keeps jobs here and brings fresher products to hotels and restaurants, and make agritourism important in Puerto Rico is impressive. I went on a sensory walk through the gardens and animal habitats, ate plants I've never heard of, and met some pretty awesome goats.
#puertorico #agritourism #puertoricofarm #soiltofork #culinarytravel #sustainabletravel #travelwriter #family #puertoricoads #landlife



thediscoverynut
The Blackout Allstars • I Like It (Like That) (D'Ambrosio Dub ...
thediscoverynut Puerto Rico fun facts 🇵🇷
✓ As an American, you don't need a passport to visit Puerto Rico.
✓ Puerto Rico has a strong cultural identity, but is a territory of the United States, not a country. It was ruled by the Spanish for almost 400 years, before the US acquired it after the Spanish-American War.
✓ The name Puerto Rico (rich port) was given by the initial Spanish settlers after they found gold on the island.
✓ Puerto Rico is the oldest colony in the world
✓ Puerto Rico's and Cuba's flag are the same, but the colors of the stripes and triangle are reversed.
✓ Puerto Rico is an archipelago that has several small islands, including Mona Island, or the "Galapagos of the Caribbean," a nickname that was given to it because of its unspoiled natural beauty.
✓ The island is home to some of the brightest

**Discover
Collective**

FOR ANY QUESTIONS, PLEASE CONTACT:
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