



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MAY 9TH – MAY 15TH, 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

1.81B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$36.38M+ EARNED MEDIA VALUE



"I recently traveled to San Juan, Puerto Rico, whose kind people, beautiful beaches and rich culture make it one of my top five travel destinations! Just a three hour flight from Florida, San Juan is a perfect weekend getaway for bachelorette parties, honeymoons and vacations."

Date: 5/10

WEEKEND GETAWAY TO SAN JUAN PR: TRAVEL GUIDE



PUERTO RICO FARMS FOR ITSELF



Ambrook Research

"The Finca's most innovative offering is hiding in plain sight: ... its recently launched program that equips budding farmers with machinery, tools, seeds, compost, technical guidance, and, most importantly, a 100x100 plot of land to grow anything they can dream up, on the Finca premises."

Date: 5/11



"Not a single bump in my vacation plans occurred due to power issues, including at the airport... Puerto Rico reassured me that guests would always be welcome."

Date: 5/12

I WAS ON VACATION DURING PUERTO RICO'S BLACKOUT, AND THIS IS MY ADVICE FOR ANYONE TRAVELING THERE



WARM WELCOMES: VISIT SAN JUAN, PUERTO RICO FOR FOOD, CULTURE AND FUN



"After so much time in the spotlight recently, our curiosity was piqued and we committed to exploring this friendly Island. So close and yet so far, Puerto Rico is a large part of our history and culture."

Date: 5/13



"An atmospheric colonial capital, San Juan brings history to the classic beach idyll on one of the Caribbean's most easy-to-reach islands, Puerto Rico."

Date: 5/13

10 AFFORDABLE BEACH TOWNS



I'VE GONE ON NEARLY 20 GIRLS' TRIPS. MY FAVORITE DESTINATION DOESN'T REQUIRE A US PASSPORT AND HAS STUNNING BEACHES.



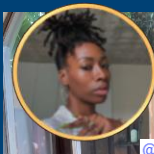
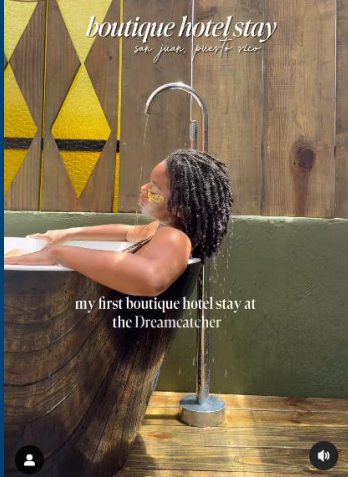
BUSINESS INSIDER

"I've been on several girls' trips to Puerto Rico, and traveling to the island is convenient for a few reasons. As a US citizen, I don't need a passport to travel to Puerto Rico, which cuts down on time spent on immigration lines. Once I arrive, I can simply catch a ride to my hotel and slip into vacation mode right away."

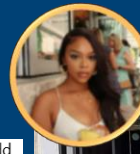
Date: 5/13



kaicealea Edited • 6d
spent last weekend at @dreamers.welcome with @discoverpuertorico for an intimate, wellness-filled escape I'll be sharing more about soon — but first, had to drop this room tour.



@discoverpuertorico helped me add more wellness and self care to my mornings. what's one way you can romanticize your mornings this week? #softliving #morningroutine #puertoricopr #wellness



angeline.eeya • 5d
Mind Clear. Belly Full. Heart Open



FOR ANY QUESTIONS, PLEASE CONTACT:
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