



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

SEPTEMBER 4th – 11th, 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

1.6B+ IMPRESSIONS

EARNED MEDIA
VALUE (EMV)

\$32.5M+ EMV

LUXURY TRAVEL MAGAZINE

"Flamenco Beach is part of the small island of Culebra, just off Puerto Rico, and is often described as one of the most beautiful beaches in the world."

Date: 9/4

THE BEST BEACHES IN THE CARIBBEAN



THIS SEASIDE RESORT IS PUERTO RICO'S ORIGINAL CULTURAL ICON, NOW 75 YEARS IN THE MAKING



Forbes

"While this no-passport-required destination for U.S. travelers has seen steadily growing visitor numbers in recent years, experts and leaders in the hospitality space say this moment feels different here, a sign that this is no passing trend."

Date: 9/5

MDJ MARIETTA DAILY JOURNAL

"Why to go: All the ease of traveling to a U.S. state but with the vibrant culture and beaches of the Caribbean"

In less than four hours, a flight from Atlanta to San Juan, Puerto Rico delivers all the sun and fun you expect from a tropical island, but also so much more."

Date: 9/6

TRAVEL: THESE THREE DESTINATIONS GET YOU UP CLOSE AND PERSONAL WITH RIVERS AND OCEANS



2025 TRAVEL NOIRE AWARDS NOMINEES: BEST STATESIDE VACATION



TRAVEL+NOIRE

"Situated approximately 30 miles west of San Juan, this coastal municipality embodies the side of Puerto Rico that travelers are increasingly seeking beyond the island's more touristy areas. Vega Baja offers a compelling mix of natural wonders, outdoor adventures, and cultural immersion without the crowds of better-known destinations."

Date: 9/8

WE3+ TRAVEL

"Mosquito Bay on Vieques island glows like liquid starlight when you move through its waters. Tiny organisms called dinoflagellates create this magical blue-green glow whenever the water gets disturbed."

Date: 9/11

11 MAGICAL NOCTOURISM EXPERIENCES TO TRY IN 2025



REVIEW: PUERTO RICO – EMBRACE THE SPIRIT OF BORICUA



MONEYWEEK

"Live Boricua" is the call of Puerto Rico. Originally derived from the indigenous Taíno peoples' name for the Caribbean island, Boricua now stands for the spirit, flavour, rhythm and pride of Puerto Ricans in this lush tropical island, with its food, music and, of course, rum."

Date: 9/11