

# Coverage Snapshot

## PUBLIC RELATIONS & EARNED MEDIA

OCTOBER 3<sup>rd</sup> – OCTOBER 9<sup>th</sup>, 2025



EARNED MEDIA  
PLACEMENT HIGHLIGHTS

693M+ IMPRESSIONS

EARNED MEDIA  
VALUE (EMV)

\$13.8M+ EMV



*"Visit in December and you'll most likely come across shops stacked with festive trinkets, late-night parrandas (carol singing in the streets), church Masses filled with aguinaldos (Christmas songs) and the hearty consumption of festive feasts: lechón (suckling pig), arroz con gandules (rice with pigeon peas), pork-and-potato pasteles (steamed plantain tamales) and coquet (sweet spiced coconut drink)."*

Date: 10/3



**THE BEST  
PLACES TO  
VISIT IN  
DECEMBER  
2025**

**NEED CHIC  
BACHELORETTE  
TRIP IDEAS?  
THESE AIRBNB  
RENTAL HOUSES  
DELIVER**



**VOGUE**

*"Puerto Rico is the ideal choice for quick treks to the Caribbean. You and your bridal party can toast your upcoming nuptials with a piña colada, and if you're looking for adventure, rent a car and trek through the many nature reserves and tucked-away beaches."*

Date: 10/3

**TRAVEL+  
LEISURE**

*"Located less than a three-hour flight from Miami, Puerto Rico offers beautiful beaches and a variety of resorts, including attractive budget options. Explore the island's history with a walk through Old San Juan, or visit El Yunque National Forest for a change of scenery from the sunny beaches."*

Date: 10/4



**AFFORDABLE  
CARIBBEAN  
VACATIONS: 12  
DESTINATIONS  
PERFECT FOR  
BUDGET  
TRAVELERS**

**TOP ISLANDS:  
READERS'  
CHOICE  
AWARDS 2025**

**Condé Nast  
Traveler**

*"Condé Nast Traveler readers rank the top islands in the world, from Indonesia to the United States. The Caribbean & The Atlantic: 5. Puerto Rico – 91.72."*

Date: 10/7



*"The Hyatt Regency Grand Reserve Puerto Rico is situated at the base of the El Yunque National Forest, the perfect starting point for a guided rainforest run to explore the area's natural wonders."*

Date: 10/8



**10 GUIDED  
RUNNING TOURS  
THAT TAKE YOU  
AROUND THE  
WORLD**

**19 PUERTO  
RICAN FOODS  
EVERYONE  
SHOULD TRY AT  
LEAST ONCE**

**Chowhound**

*"After a night out among San Juan's boisterous bars, there's nothing quite like a tripleta to soak up all that rum. The quintessential 2 a.m. snack, tripleta is a big, bold, and iconic Puerto Rican sandwich."*

Date: 10/9



FOR ANY QUESTIONS, PLEASE CONTACT:  
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