

# PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

April 1 – 30, 2022

Total Earned Impressions: **542M+ IMPRESSIONS**

Total Ad Value **\$3.7M+ USD**

Tonality: **99% Positive**

Total Earned

Placements

**Approx. 677\***

*\*includes social*

## Forbes

### Puerto Rico for Families



"Puerto Rico is a quick flight from many U.S. cities and once travelers arrive, there is plenty to explore on this archipelago in for families to see and do."

Date: 4/6



## MATADOR network

"Late-night snorkel trips offer you the rare opportunity to immerse yourself in glowing water, and diving to the bottom of the bay with goggles on is a little like speeding through the stars."

### Where to Go Bioluminescent Kayaking in the United States



Date: 4/20



### Smart Meetings April 2022 Issue PRINT

"Puerto Rico has just gotten its own Pantone Color. Discover Puerto Rico has announced a partnership with Pantone Color Institute to Launch "Puerto Rico Sunshine.""

April 2022

### The Lure of Puerto Rico's Chinchorros



## Smithsonian MAGAZINE

"... it's the chinchorrear, or the act of hopping between multiple chinchorros to eat, drink and dance, that's more recently become an essential part of Puerto Rican culture."

Date: 4/1

## TRAVEL WEEKLY

### Little Coqui, A Symbol of Puerto Rico, Gets a Big Place on a Frontier Airlines Tail



"Frontier's new route between Orlando and Aguadilla on Puerto Rico's west coast operates three times a week and is the carrier's 13<sup>th</sup> route to Puerto Rico from destinations in the U.S. and Caribbean."

Date: 4/5

## The Philadelphia Tribune

"Get out of the capital city of San Juan to spend time outdoors exploring the lush island's natural beauty. There are three bioluminescent bays where you can paddle or swim through the glimmering, shimmering microorganisms."

### 7 Special Islands to Visit This Spring Without Leaving U.S. Territory



Date: 4/12

### These New Rooftop Restaurants Are the Coolest Way to Enjoy San Juan's Dining Scene



## Condé Nast Traveler

"Why not enjoy food, drink, and San Juan's sights from a bird's eye view? Recently-opened rooftops overlook some of the best scenes of San Juan."

Date: 4/21



### Passport Magazine April 2022 Issue PRINT

"The Island destination located in the Caribbean is part of the United States, so travelers don't need a passport, nor must they go through hoops of COVID paperwork to arrive."

Date: 4/1

