

# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MAY 1-31, 2022

EARNED MEDIA PLACEMENT HIGHLIGHTS

458M+ IMPRESSIONS

SOCIAL REACH HIGHLIGHTS

54M+ IMPRESSIONS

## PUERTO RICO EMPOWERS LOCALS FOR FIRST POST-PANDEMIC TOURISM CAMPAIGN

### Skift

"Live Boricua' is a movement born out of Puerto Rico alongside Puerto Ricans to emphasize the state of mind, way of life, spirit, flavor, style rhythm, and melody that can only be experienced on the Island." – Leah Chandler, CMO

Date: 5/3

### HOLA!

"Loíza is the capital of everything traditional; learning to dance Bomba (dance and musical style of Puerto Rico, rooted in the Island's history of African slavery) with folklorist Sheila Osorio is a must."

Date: 5/11

## EXCLUSIVE: HOW TO DISCOVER PUERTO RICO'S CULTURAL ROOTS IN FOUR DAYS



## 6 CARIBBEAN VACATIONS THAT CHECK EVERY TRAVEL STYLE

### The Washington Post

"The food scene in San Juan is influenced by all of the cultures that have inhabited the city over its 500-year history. Take a food tour and get a mix of history and taste tests."

Date: 5/18

## TRAVELAGE WEST

"Discover Puerto Rico maintains a robust LGBTQ Travel section on its website, making it easy for travelers and advisors to find attractions, activities and accommodations, including LGBTQ-owned guesthouses."

Date: 5/5

## HOW TO PLAN A PERFECT LGBTQ VACATION IN THE CARIBBEAN



## PUERTO RICO FOOD SCENE THRIVING AFTER STRING OF DISASTERS

### AP

"Each time, Puerto Ricans recovered and rebuilt – restaurant owners right there with them. As the pandemic starts to wane, the Puerto Rico food scene is thriving again. 'It's been rocky, but we're resilient. You can definitely see it coming back around now.'" – Chef Mario Pagán

Date: 5/23

### PProvoke Media

## PODCAST: GETTING TRAVELERS BACK TO PUERTO RICO

"2021 was one of the best years Puerto Rico has ever seen and 2022 is set to repeat if we stay on the same track. Total lodging for calendar year was \$1.3B" – Leah Chandler, Chief Marketing Officer

Date: 5/18

