

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 17 – JUNE 24, 2022

EARNED MEDIA PLACEMENT HIGHLIGHTS

6.3M+ IMPRESSIONS

SOCIAL REACH HIGHLIGHTS

9.5M+ IMPRESSIONS

REPORT FROM MPI WEC: PUERTO RICO EMERGING FROM PANDEMIC TRENDING UP



meetings
PEOPLE + PLACES TODAY

"When you make your meeting Boricua, you're immersing your attendees in the rich, vibrant culture of Puerto Rico, which stems from that fascinating fusion of African, Spanish and Taino Native American heritage, and, with a modern-day influence." – Brad Dean, CEO of Discover Puerto Rico

Date: 6/23

TRAVEL+ LEISURE

"Beach vacationers will find clean, white-sand beaches lined with palm trees, while history buffs will love Old San Juan, with its cobblestone streets and brightly painted colonial buildings sandwiched between centuries-old fortresses."

Date: 6/21

THIS CARIBBEAN DESTINATION HAS BIOLUMINESCENT WATERS AND GORGEOUS, UNINHABITED ISLANDS – AND IT'S A SHORT FLIGHT FROM NYC



7 KEY THINGS TO KNOW BEFORE YOUR FIRST TRIP TO PUERTO RICO



TRAVEL AWAIT'S

"Puerto Rico has all the benefits of a Caribbean island vacation combined with the comforts of a big city. With 270 miles of coastline, much of it secluded, and dozens of remote towns waiting to be explored."

Date: 6/22

Skift MEETINGS

"In Puerto Rico, the local spirit is called Boricua, and it was alive during the retreat. A full moon, sparkling stars, and a symphony of serenading coqui, Puerto Rico's beloved tree frogs, made the experience complete."

Date: 6/20

8 TAKEAWAYS FROM SKIFT'S FIRST RETREAT AS A FULLY DISPERSED COMPANY



LATEST TRAVEL GUIDANCE, ENTRY REQUIREMENTS FOR THE CARIBBEAN'S TOP DESTINATIONS



TRAVEL PULSE

"Americans can continue to visit Puerto Rico without a passport and the CDC's decision to drop pre-travel COVID-19 testing requirements for entry into the U.S. makes it even easier for travelers arriving from foreign countries."

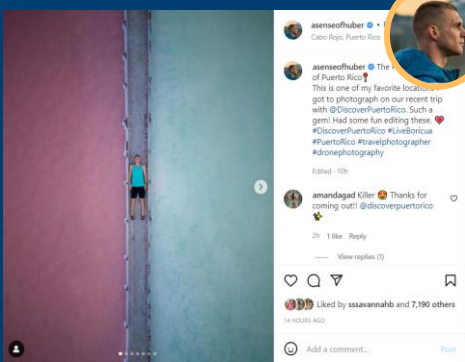
Date: 6/23

Trazeel TRAVEL

"Puerto Rican superstitions say to fill your year with luck, so, in order to enjoy a good year, jump over a bonfire, burn a piece of paper that has your significant other's name on it and swim in the ocean after midnight."

Date: 6/20

CELEBRATE NOCHE DE SAN JUAN IN PUERTO RICO THIS SUMMER



Ketchum

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