

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JULY 8 – JULY 15, 2022

EARNED MEDIA PLACEMENT HIGHLIGHTS

81M+ IMPRESSIONS

SOCIAL REACH HIGHLIGHTS

25M+ IMPRESSIONS

THE 5 BEST RESORTS IN PUERTO RICO

TRAVEL+LEISURE

"Travelers love the "Island of enchantment" for many reasons – including the ease of getting there from the U.S. mainland, a vibrant local culture, and gorgeous beaches and naturescapes."

Date: 7/12

TRAVEL WEEKLY

PUERTO RICO'S NEW CAMPAIGN INVITES VISITORS TO 'LIVE BORICUA'

"To Live Boricua is an experience like no other, and research has shown us that once travelers get a taste of it, they understand what truly makes Puerto Rico special and they crave more." – Leah Chandler, CMO Discover Puerto Rico

Date: 7/10



NATIONAL PIÑA COLADA DAY 2022: 3 RECIPES TO CELEBRATE



"What better way to say hello to summer than making a toast with the classic tropical drink – the piña colada. The piña colada is said to have been created at the Caribe Hilton in Puerto Rico."

Date: 7/10



ESCAPE THE OFFICE AND DIVE INTO PARADISE THIS SUMMER AT THESE 7 BEACHES

"Located on Culebrita Island, Tortuga beach is accessible by boat and is the perfect place to get away from everyone and enjoy your life. Pack a lunch, fresh fruit, plenty of water and a book and get ready to relax."

Date: 7/13



THE BEST HONEYMOON HOTELS IN PUERTO RICO

BRIDES

"Puerto Rico has long been a popular vacation destination for honeymooners and romance getaways, and the ease of travel there has renewed it as a top destination for Caribbean-seekers."

Date: 7/14

TRAVEL+LEISURE

THE 25 BEST ISLANDS IN THE CARIBBEAN, BERMUDA AND THE BAHAMAS

*Vieques, Puerto Rico is listed as #14

Date: 7/10

