

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JULY 1-31, 2022

EARNED MEDIA PLACEMENT HIGHLIGHTS

150M+ IMPRESSIONS

SOCIAL REACH HIGHLIGHTS

43M+ IMPRESSIONS

AMID A HEALTHY REBOUND, PUERTO RICO UNVEILS FRESH BRANDING INITIATIVE AND NEW DEVELOPMENTS



"Rebuilding has been vitally important over the past four years and to position Puerto Rico to not just come back bigger and better and stronger but to put the transformative power of tourism to work for our people and realize the importance of meetings and events." – Brad Dean, CEO Discover Puerto Rico

Date: 7/28



PUERTO RICO'S NOCHE DE SAN JUAN IS THE BIGGEST BEACH PARTY YOU DIDN'T KNOW ABOUT

"I asked a few locals if what I had experienced the night before was common for the celebration. They all smiled and said the same thing: Noche de San Juan is always a party—after all, no one wants bad luck."

Date: 7/25



THIS SEXY ISLAND PARADISE IS AN UNEXPECTED GAY HAVEN



"For a short visit, focus on San Juan, Puerto Rico's capital and home to the largest queer community on the Island. It is also the LGBTQ nightlife center for, arguably, all of the Caribbean."

Date: 7/7

GOOD HOUSEKEEPING

25 BEST WELLNESS HOTELS THAT MAKE IT EASY TO FEEL LIKE YOUR BEST SELF

"Spa Botánico is rooted in history, tradition and culture, choose from rejuvenating treatments that rely on local botanicals and indigenous ingredients and take a dip in the infinity pool overlooking a pineapple garden."

Date: 7/7



THE 5 BEST RESORTS IN PUERTO RICO



"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



MEET AND 'LIVE BORICUA' IN PUERTO RICO

"The vibrant culture of Puerto Rico is a point of differentiation for our Island, especially for planners looking to optimize on-site attendance." – Brad Dean, CEO Discover Puerto Rico

Date: 7/1

