



# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

AUGUST 12 - 19 2022

EARNED MEDIA PLACEMENT HIGHLIGHTS **59M+ IMPRESSIONS**

**10 BEAUTIFUL BEACH DESTINATIONS THAT OFFER A SIDE OF CULTURE**



## AFAR

*"With beaches, nightlife, El Yunque tropical rain forest and 500 years of history, Puerto Rico seemingly has it all. Enjoy sun, swim, snorkel, and paddleboard at the three main beaches: Condado, El Escambrón, and Ocean Park."*

Date: 8/15

SOCIAL REACH HIGHLIGHTS **2.6M+ IMPRESSIONS**

## FOX 5 NEW YORK

**MIXING COCKTAILS ON NATIONAL RUM DAY (BROADCAST)**

*\*Roberto Berdecia, Don Q Ambassador, featured on GoodDay New York to share specialty rum recipes in honor of National Rum Day.*

Date: 8/16



**TRAVEL'S UNEVEN COVID RECOVERY SEES RECORD REVENUES, LESSONS AND LINGERING OBSTACLES**



## Forbes

*"Some destinations are flying high already. Brad Dean, CEO of Discover Puerto Rico, reports 2021 set an "all-time record" for visitor numbers, visitor spending, and tourism-related employment."*

Date: 8/17

## meetings TODAY

**PUERTO RICO TRENDING UP**

*"In the last four years, it's been vitally important for us to position Puerto Rico to not just come back, but to come back bigger, better and stronger. And to not just recover, but to put the transformative power of tourism to work for the people of our Island, and the power of meetings and events." – Brad Dean, CEO Discover Puerto Rico*

Date: August Issue

## TRAVEL WEEKLY

**AT VIRTUOSO, A MICROCOSM OF INDUSTRY ACTIVITY**

*"Despite reduced cruise capacity, the Island is on track for both record-breaking arrival numbers and spend. Brad Dean attributes it to promotions that bring visitors beyond San Juan and the beaches, resulting in longer stays."*

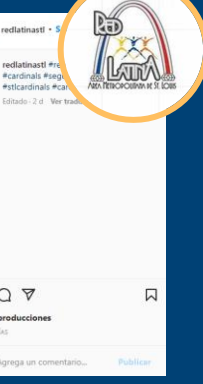
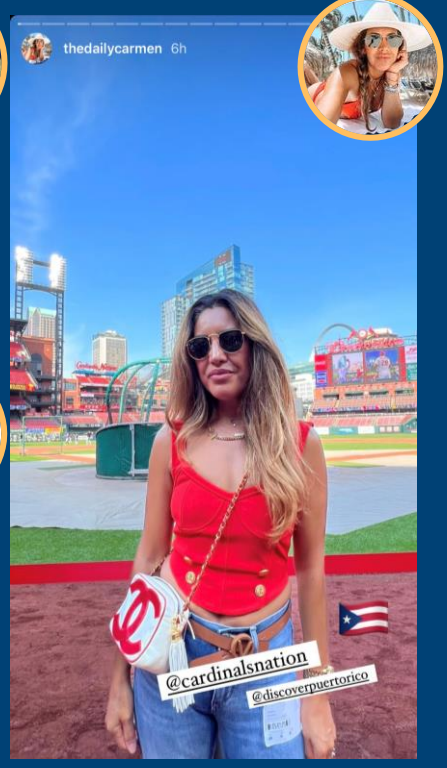
Date: 8/17

## Islands

**22 ISLAND DEALS TO BOOK FOR LABOR DAY 2022**

*\*Includes deals at Condado Ocean Club, La Concha Resort, Condado Vanderbilt, and Caribe Hilton.*

Date: 8/17



**Ketchum**

FOR ANY QUESTIONS, PLEASE CONTACT:  
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