

# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

OCTOBER 21 – 28, 2022

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

12M+ IMPRESSIONS

SOCIAL REACH  
HIGHLIGHTS

12M+ IMPRESSIONS

Condé Nast  
**Traveller**

THE BEST ISLANDS  
IN THE CARIBBEAN

"There's a distinct energy to Puerto Rico, one that draws upon a fascinating blend of Hispanic, African, USA and Caribbean culture and history. To see it, start in colonial San Juan, the second oldest European-founded city in the Americas."



GET OFF THE BEATEN PATH  
AT THESE 10 INCREDIBLE  
PLACES IN NORTH AMERICA

lonely planet

"Tourists flock to Puerto Rico's beaches but the Island's cultural heartbeat lies folded into the mountains of Utuado. Utuado feels secluded and mystical, providing a portal back in time."



Date: 10/25

**BIZBASH**

US: DISCOVER PUERTO RICO'S NEW EXPERIENCE PACKAGES

"Discover Puerto Rico and Marriott International have partnered to announce the launch of 'Live Boricua' experience packages that offer immersive rooms, featuring arts, decor, experiences, and culinary offerings deeply rooted in the Puerto Rican DNA."

HERE'S HOW I TURNED MY  
PASSPORT RENEWAL INTO A  
MINI BEACH TRIP

thrillist

"A trip to San Juan was the only equation in which I would have a valid passport and be able to make my flight. I went for a 24-hour beach getaway."



Date: 10/27



50 BEST PLACES TO TRAVEL  
IN DECEMBER

"Another favorite Caribbean island to visit in December is Puerto Rico. Daily temperatures hover around 80°F and there is constant sunshine. The holiday season here is in full force from Thanksgiving until mid-January when the San Sebastián Street festival closes out celebrations."



DISCOVER PUERTO RICO AND  
MARRIOTT INTERNATIONAL  
LAUNCH 'LIVE BORICUA'  
EXPERIENCE PACKAGES

CARIBBEAN

"The Live Boricua experience packages and immersive rooms celebrate what makes Puerto Rico unique, the people and its culture." – Leah Chandler, Chief Marketing Officer



Date: 10/27

Lonely Planet  
@lonelyplanet

Ready to feed your wanderlust?

Get inspired to travel off the beaten path with these 10 select highlights from our new book, Offbeat.



lonelyplanet.com  
Get off the beaten path at these 10 incredible places in North America - Lonely...  
It's not just you, the world's most touristy places are more crowded than ever.

Thrillist  
3h

We'll just wait here



Caribbean Travel  
23h

Inviting tourists to experience the island, Discover Puerto Rico and Marriott International announce the debut of 'Live Boricua Experience' vacation packages that offer immersive rooms spotlighting the arts, decor, experiences, and culinary traditions rooted in Puerto Rican history and culture.

Marriott International Discover Puerto Rico #PuertoRico #MarriottBonvoy #Marriott #marriottinternational #sanjuan #vacation2022 #travelnow

<https://caribbeantravel.com/discover-puerto-rico-and-/>



Ketchum

FOR ANY QUESTIONS, PLEASE CONTACT:  
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DISCOVER  
**Puerto Rico**

DiscoverPuertoRico.com