



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JANUARY 20-27, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

813M+ IMPRESSIONS

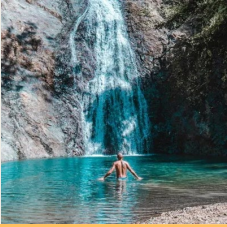
SOCIAL REACH
HIGHLIGHTS

12M+ IMPRESSIONS

SEE PUERTO RICO DIFFERENTLY
WITH A TRIP TO EL YUNQUE



5 UNIQUE ACTIVITIES FOR YOUR NEXT
TRIP TO PUERTO RICO



"Hiking through El Yunque is all about being in touch with the earth. As you hike, you'll encounter the incredible flora and fauna of the rainforest. There are stunning trees and plants you could only find in la isla (the island)."

Date: 1/22

"From delightfully appetizing food to gorgeous open beaches to a rich history that African, Indigenous and Spanish cultures influenced to captivating music genres of salsa, reggaeton, and more, Puerto Rico has it all."

Date: 1/24



TRAVEL+
LEISURE

THE 18 CHEAPEST PLACES
TO TRAVEL IN 2023



4 FANTASTIC FEMALE CHEFS MAKING
A SPLASH IN THE CARIBBEAN

"San Juan, Puerto Rico: cobblestoned streets pave the way between Old San Juan's collection of colorful Spanish colonial buildings, and the nearby Castillo San Felipe del Morro is an impressive site dating back to the 1500s."

Date: 1/24



"Chef Maria Grubb made history in 2019 when she became the first woman in Puerto Rico to be nominated for a James Beard Award as a semi-finalist for 'Best Chef: South.'"

Date: 1/23

GLAMOUR

25 BEST ROMANTIC WEEKEND
GETAWAYS FOR COUPLES



TOP 8 CHEAPEST SPRING BREAK DESTINATIONS
THAT ARE CLOSE TO THE U.S.

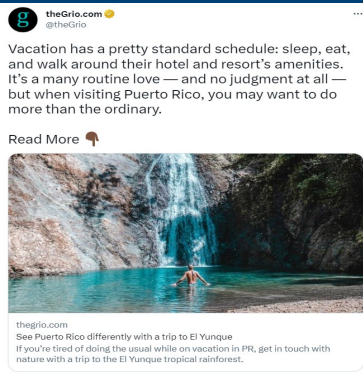
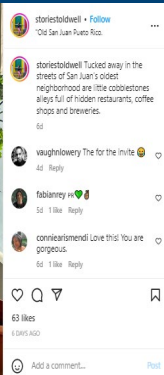
"From the East Coast, you can fly to Puerto Rico in less time than most road trips, making it an appealing long-weekend destination during the winter months."

Date: 1/26



"There is no shortage of incredible nightlife and entertainment in Puerto Rico to keep tourists busy, with beaches and accommodations to suit every type of spring breaker."

Date: 1/22



Ketchum

FOR ANY QUESTIONS, PLEASE CONTACT:
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DISCOVER
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