

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JANUARY 27 – FEBRUARY 3, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

499M+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

8.3M+ IMPRESSIONS

Simple Flying **THE POINTS GUY**

The Detroit News TRAVEL WEEKLY



FRONTIER WILL BE THE LARGEST AIRLINE IN PUERTO RICO

"Discover Puerto Rico is thrilled to invite Frontier and their passengers to 'Feel the Warmth' in Puerto Rico. Increased flight offerings, thanks to our partners at Frontier, serve as yet another proof point of the travel industry's belief in Puerto Rico as an unmatched destination, now and into the future."

Date: 1/31

TRAVEL+ LEISURE

12 AFFORDABLE VACATIONS FOR COUPLES ON A BUDGET

GOOD HOUSEKEEPING

20 BEST CHEAP PLACES TO TRAVEL IN 2023

"If beautiful beaches, great food, and a fascinating history are what you're after, consider visiting Puerto Rico — no passport needed. Explore street art and colorful murals, as well as museums, for low-cost entertainment."



"Since Puerto Rico is a U.S. territory, visitors do not need a passport — which can be an expensive document to obtain. San Juan is more than 500 years old and filled with historic buildings — with stunning beaches and rainforests surrounding it."

Date: 1/31



WHY THIS CARIBBEAN ISLAND IS TRENDING WITH AMERICAN TRAVELERS

"According to recent data, Puerto Rico had 5.1 million tourist arrivals in 2022, its highest number ever. Puerto Rico is demonstrating strong growth as a tourist destination, and it's only expected to grow in 2023."

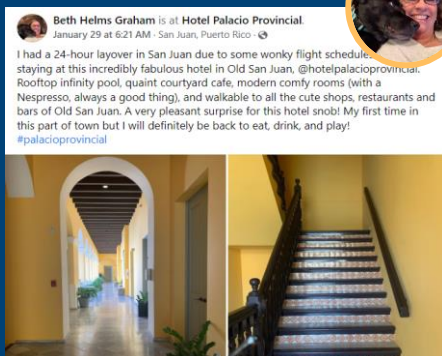
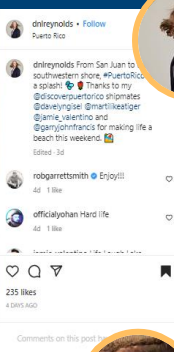
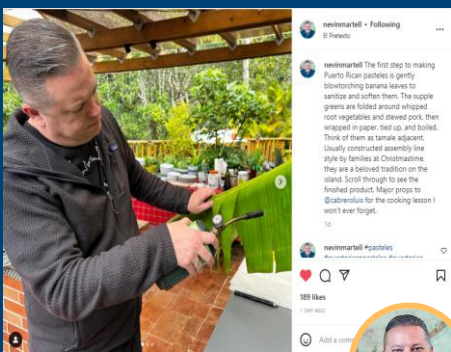


TRAVEL+ LEISURE

AIRFARE EXPECTED TO RISE IN SPRING AND SUMMER

"When it comes to longer flights, travelers are overwhelmingly looking to head somewhere warm with Puerto Rico, the Dominican Republic, and Cancun making up the top three."

Date: 2/2



Ketchum

FOR ANY QUESTIONS, PLEASE CONTACT:
SAVANNAH.BERNARD@KETCHUM.COM

DISCOVER
Puerto Rico
DiscoverPuertoRico.com