

# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

FEBRUARY 10 – 17, 2023

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

140M+ IMPRESSIONS

SOCIAL REACH  
HIGHLIGHTS

51M+ IMPRESSIONS

## Skift

**PUERTO RICO'S ARTISANS  
COME TO LIFE IN NEW  
TOURISM CAMPAIGN**

"What we started to see coming out of the pandemic was people looking for more meaningful experiences when they travel, to feel connected to the people they're traveling with and who live in the destination that they're visiting." – Leah Chandler, Chief Marketing Officer



## home&texture

**WALKING ON SUNSHINE!  
ADD A POP OF PUERTO RICO'S  
PANTONE COLOR TO YOUR HOME**

"Puerto Rico Sunshine is the tangible embodiment of the sunlight in Puerto Rico. This undertaking permits those who cannot wake up to our beautiful sun the opportunity to bring a bit of it into their personal spaces." – Cristina Villalón



Date: 2/16

Date: 2/15

## TN

**BLACK HISTORY IN LOÍZA: THE SEASIDE TOWN  
IN PUERTO RICO WITH THE LARGEST  
CONCENTRATION OF AFRICAN DESCENDANTS**

"If you're looking for an escape this winter that's easily accessible, has tropical weather, amazing food, and rich Black history and culture, look no further than Puerto Rico."



## PureWow

**ESCAPE THE WINTER COLD AT  
THESE 7 CARIBBEAN HOTSPOTS  
WITH DIRECT FLIGHTS FROM NYC**

"Discover the idyllic Caribbean isle of Puerto Rico, where Spanish, African, and Indigenous influences merge to create a one-of-a-kind "Island of Enchantment" brimming with culture, tropical fun, laid-back bars, and verdant rainforests."



Date: 2/11

Date: 2/13

## Smartmeetings

**ANSWERING THE CALL  
OF THE EVENT FUTURE**

"Partnering with a destination to inject local culture in every aspect of the event from site inspection to keynote and closing ceremony is the fast track to helping attendees see the affair as a must-attend in-person event." – Brad Dean, Chief Executive Officer



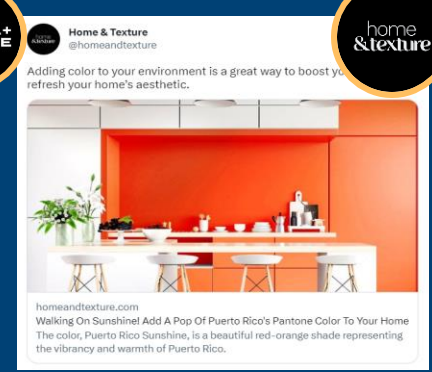
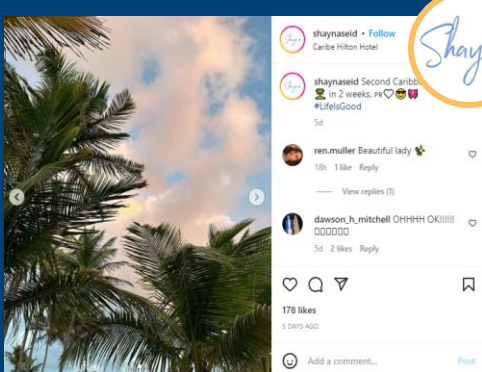
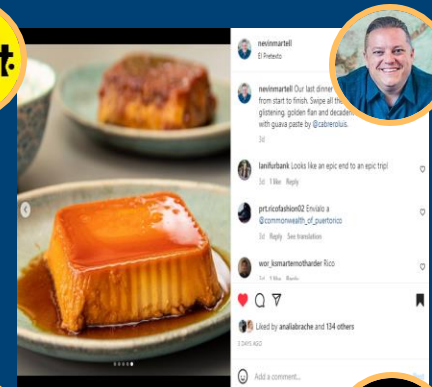
## Forbes

**FROM ATHENS TO TUNISIA, FORBES TRAVEL GUIDE'S STAR  
AWARD WINNERS FOR 2023**

"Other new Five-Star standouts include Iridium Spa at The St. Regis Bahia Beach Resort, Puerto Rico, a tropical oasis that incorporates ingredients such as rum and coconut in its spa services."

Date: 2/10

Date: 2/15



Ketchum

FOR ANY QUESTIONS, PLEASE CONTACT:  
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