

# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MARCH 17 - 24, 2023

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

71.6M+ IMPRESSIONS

SOCIAL REACH  
HIGHLIGHTS

3.4M+ IMPRESSIONS



## DESTINATION DIVERSITY DRIVES RECORD PUERTO RICO ARRIVALS

"We had a record number of passenger arrivals coming through San Juan and a record number of people employed [in] tourism and hospitality in Puerto Rico. It's now the highest ever at almost 92,000 people."

- Leah Chandler, Chief Marketing Officer



## OUT Traveler

## THE GLOW OF PUERTO RICO (PRINT)

"The setting sun over the shores of La Parguera - a charming fishing village within the Lajas municipality, two hours from San Juan - was truly a sight to behold."



Date: Spring 2023 Issue



## ONCE A NAVY BASE, THIS PUERTO RICAN ISLE IS A LITTLE-KNOWN PARADISE

"There are tiny, hidden beaches, wild herds of horses and eerie bioluminescent bays - not to mention a surprisingly sophisticated hotel and culinary scene."



## REGISTRATION IS OPEN FOR IGLTA'S 2023 GLOBAL CONVENTION IN SAN JUAN, PUERTO RICO

"It is an honor to be the host destination of this historic and impactful conference," - Leah Chandler, Chief Marketing Officer



Date: 3/22



## SMALL CARIBBEAN HOTEL OF THE WEEK: AN ESSENTIAL PUERTO RICO STAY

"Inspired by their travels across the Mediterranean, when the Olive Boutique Hotel opened back in 2012, it completely changed the hotel landscape in the capital."



## TRAVEL WEEKLY

## CARIBBEAN TOURISM OUTLOOK: VERY GOOD AND GETTING BETTER

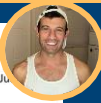
Mentions Puerto Rico surpassing pre-pandemic tourism numbers



Date: 3/21



Registration is Open for IGLTA's 2023 Global Convention in San Juan, Puerto Rico @IGLTA @discover\_PR



An Essential Hotel in Puerto Rico caribbeanjournal.com/2023/03/22/small-caribbean-hotel-of-the-week-an-essential-puerto-rico-stay @discover\_PR

