

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MARCH 24 – 31, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

92M+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

182K+ IMPRESSIONS



CARIBBEAN CRUISE PORTS, OPERATORS EYE VISITOR GROWTH

"Puerto Rico's cruise business has rebounded strongly. The territory hosted 21,000 cruise passengers aboard five ships in January. "That was just in the first part of the month, so that's a strong start for us. We have a lot of confidence we're going to continue to see those numbers grow." – Leah Chandler CMO



Forbes

FIVE STUNNING NATURAL WONDERS TO EXPLORE ACROSS PUERTO RICO

"Home to verdant mangrove forests, white sand beaches, and towering mountains, Puerto Rico offers scenic landscapes found nowhere else in North America. For any hardcore nature lovers planning their next vacation, don't miss out on the treasure trove of these natural wonders."



Date: 3/24

Date: 3/28

AFAR

4 CARIBBEAN ISLANDS THAT DON'T REQUIRE A U.S. PASSPORT

"Colorful Old San Juan is home to the 16th-century Spanish colonial fortress Castillo San Cristobal and other UNESCO World Heritage sites, and fantastic restaurants like Santaella or La Casita Blanca, where the tostones and mofongo are not to be missed."



Date: 3/27

Date: 3/28

TimeOut

REVEALED: THE SAFEST CITIES FOR SOLO WOMEN TRAVELERS

San Juan, Puerto Rico named as second safest city for solo female travelers.



TOP 3 MOST VISITED CARIBBEAN ISLANDS

"Spearheaded by the Destination Marketing Organization, Discover Puerto Rico, the island has put its best foot forward in enticing tourists far and wide with its natural beauty and unique culture."



Date: 3/30

DRIFT

EVERYTHING YOU SHOULD KNOW BEFORE GOING TO PUERTO RICO

"From its stunning beaches and vibrant culture to its unique cuisine and friendly people, there's something for everyone in this Caribbean paradise."



Date: 3/29

