

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 23 – 30, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

422M+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

1.7M+ IMPRESSIONS

AFAR

"There's a lot to love about Puerto Rico: scenic beaches, verdant rain forests, iconic dishes, coffee culture, a thriving agritourism scene. As a U.S. citizen, you do not need a passport to go to Puerto Rico."

DO YOU NEED A PASSPORT TO GO TO PUERTO RICO?



TRAVELAGE WEST

KID-FRIENDLY DIVE SPOTS IN THE CARIBBEAN

"Discover Puerto Rico recommends several operators for kid-focused scuba diving. Dive Puerto Rico offers a PADI Seal Team program in a swimming pool in Fajardo while Neptunes Diver on the north coast offers Junior Open Water courses for kids 10 and older."

Date: 6/27

trip savvy

"When you're in Puerto Rico, it doesn't take long to experience the kindness of the locals or the pride they have for their home. So much so, that the Island's tourism slogan is 'Live Boricua.'"

THIS HOTEL IN PUERTO RICO'S RITZY PALMAS DEL MAR DISTRICT IS A MUST-VISIT



TRAVEL PULSE

PUERTO RICO AIRPORT POST RECORD VISITOR ARRIVALS

"More than 177,000 passengers arrived at Aguadilla's Rafael Hernández Airport, an 11 percent increase over the previous year-to-date high achieved in 2019, citing data from the Puerto Rico Ports Authority."

Date: 6/29

TPG

THE BEST ST. REGIS HOTELS FOR THE MOST LUXURIOUS HOTEL STAYS

"About an hour from San Juan, the St. Regis Bahia Beach Resort regularly ranks among our top hotels in Puerto Rico due to its magnificent 483-acre beachfront setting and easy access not only to the historical city but also to El Yunque National Forest."



FOOD & WINE

CARIBBEAN BARBECUE IS FORGED IN FIRE, SPICE, FRUIT, ACID AND HEAT

"Riffs and reinterpretations abound. In San Juan, Puerto Rico, chef Jose Enrique reimagines fish escabeche as a grilled creation."

Date: 6/30

