

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 30 – JULY 7, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

191M+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

8M+ IMPRESSIONS

FAST COMPANY

THE ERA OF INDIGENOUS TOURISM HAS (FINALLY) ARRIVED

"Puerto Rico is highlighting its native roots with a new marketing campaign, Live Boricua. (Boricua is the name native peoples gave Puerto Rico before the Spanish arrived and is now a colloquial name for Island residents and its diaspora)."

Date: 7/2

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THE ORIGINAL PIÑA COLADA RECIPE WAS SERVED AS A MILKSHAKE



"The rum-based cocktail that originated in Puerto Rico has become the unofficial drink of tropical locales. Monchito's original piña colada recipe, was created at the San Juan, Puerto Rico Caribe Hilton."

Date: 7/4

REAL SIMPLE

MOST AFFORDABLE PLACES FOR A BEACH VACATION AROUND THE WORLD

"San Juan is home to stunning sandy beaches and historic landmarks. Walking the city streets of Old San Juan to admire the historic architecture or visit the Spanish Forts costs little to nothing. And some of the most beautiful beaches are completely public."

Date: 7/5



THE MOST AFFORDABLE BEACHES TO VISIT THIS SUMMER

*Includes Playa de Isla Verde in San Juan and Balneario Seven Seas in Fajardo

Date: 7/1

PUERTO RICO AIR TRAFFIC KEEPS UP SIZZLING GROWTH

"Domestic traffic at Luis Munoz Marin International Airport in San Juan was 1.021 million last month, a sizable 20.5 percent increase over the same period in the already-strong month of June 2022."

Date: 7/5



JETBLUE JUST STARTED TWO NEW NONSTOP FLIGHTS TO PUERTO RICO

"The Island has another two new routes to its roster. JetBlue has officially started its newest routes to Puerto Rico, with brand-new service from Raleigh-Durham International Airport and Tampa International Airport."

Date: 7/6

