

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 1-30, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

3B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$57M EARNED MEDIA VALUE

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

WHAT'S TRENDING IN LGBTQ+ TRAVEL TODAY

"Since the DMO's inception, cultivating an authentically welcoming, inclusive environment and elevating the Island in the eyes of the queer community has been and will always be one of our core pillars and driving commitments."
- Leah Chandler, Chief Marketing Officer



Date: 6/26

Date: 6/5

Smithsonian MAGAZINE

"At the stroke of midnight on June 23, some people in Puerto Rico plunge backward into the ocean to stave off negativity and bring luck. This leap of faith is part of Noche de San Juan celebrations, which mark the eve of Saint John the Baptist's Nativity."

NINE WAYS PEOPLE CELEBRATE THE SUMMER SOLSTICE AROUND THE WORLD



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: 6/20

Date: 6/29

JEWISH JOURNAL

WORLD ENVIRONMENT DAY 2023 AT DORADO BEACH, A RITZ-CARLTON RESERVE

"The highlight of the event was undoubtedly the presence of Richard Murphy, a true legend in the field of marine conservation, who has dedicated an impressive 50 years to the Ocean Futures Society working with Jean-Michel Cousteau."



BIZBASH

WHAT'S NEW IN MEETINGS AND TRADE SHOWS

"On top of a record-breaking year for Puerto Rico in MICE in 2022, this year is continuing strong, with the Island hosting a wide variety of events and bookings for venues on the rise."
- Ed Carey, Chief Sales Officer

Date: 6/5

Date: 6/20

