

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

AUGUST 1-31, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

1.2B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$25.3M EARNED MEDIA VALUE

The Boston Globe

NEW IMMERSIVE EXPERIENCE
REVEALS AND REVELS IN
PUERTO RICO'S RICH
FOODWAYS

"Guests stay at El Pretexto, a 3.5-acre retreat nestled 2,600 feet up in the verdant mountains outside Cayey on the southeastern end of the Island. They start the day with wellness classes, like yoga and mindfulness walks, before settling in at the picnic tables by the open kitchen for outstanding breakfasts."



UPROXX

A 20-SOMETHING'S GUIDE TO
PUERTO RICO AND THE ISLAND
OF VIEQUES

"I took a two-hour horseback riding tour with Esperanza Riding Company and it was one of the best riding tour experiences I've had. I rode a Paso Fino horse through winding hills, open meadows, wooded terrain, and through the idyllic beaches of Playa Coqual and Playa Negra."

Date: 8/10

TRAVEL+NOIRE

A TRIP TO PUERTO RICO ELEVATED
MY RUM-DRINKING EXPERIENCE

"The warmth is found in the Puerto Rican people. It's imbued in the cuisine, in the infectious music streaming out of every bar and restaurant. Whether you're relaxing in your hotel room or painting the town red, rum is the perfect companion."



HUFFPOST

BUYING LOCAL ISN'T EASY IN
PUERTO RICO – BUT THE FIGHT FOR
FOOD SOVEREIGNTY IS BREWING

"Local farms and the people who work them play a huge role in creating change. Family-run Frutos del Guacabo in Manatí, co-led by Efrén Robles, uses a model similar to the co-ops; they distribute agricultural products from different parts of Puerto Rico to areas across the island and collaborate closely with chefs."

Date: 8/14

TRAVELAGE WEST

16 OF THE BEST
RESTAURANTS IN SAN JUAN,
PUERTO RICO

"Visitors can find lots of ways to delight their taste buds in the Island's capital. A good way to start is by sampling authentic Puerto Rican cuisine, which is a flavorful fusion of indigenous Taino, African and Spanish influences."



Parade

50 OF THE BEST GIRLFRIEND GETAWAYS
AROUND THE WORLD THAT ARE
SERIOUS #GOALS

"With over 300 miles of beautiful beaches, adorable cobblestone streets in the colorful downtown, 4,000 restaurants island-wide and an endless number of fun attractions, a girlfriend getaway to Old San Juan offers something for everyone in your girl group!"

Date: 8/17

