

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

SEPTEMBER 1-30, 2023

EARNED MEDIA
PLACEMENT HIGHLIGHTS

511M+ IMPRESSIONS

EARNED MEDIA
VALUE

\$10.1M EARNED MEDIA VALUE



EVERYWHERE YOU CAN TRAVEL WITHOUT A PASSPORT RIGHT NOW

"As a reminder to those of you who skipped some days of geography class in school, the US has five inhabited territories. Three of them do not require a passport for Americans to visit, Puerto Rico is included."

Date: 9/26



THE BEST PLACES IN THE CARIBBEAN FOR NATURE LOVERS

"Another nature lover's paradise that Americans can access without a passport is Puerto Rico's El Yunque National Forest. It's the only tropical rainforest in the national forest system and is among the most biologically diverse."



Date: 9/12



BIOLUMINESCENT BAYS, CAVES, AND PARKS: WHAT CAUSES THE GLOW AND WHERE TO SEE IT

"Puerto Rico boasts not one, not two, but three dinoflagellate-rich bioluminescent bays. Laguna Grande in the town of Fajardo is the closest to the capital city of San Juan."



Date: 9/7



7 UNDERRATED HONEYMOON DESTINATIONS IN THE U.S.

"Couples looking for a Caribbean experience without a passport should have San Juan, Puerto Rico at the top of the list. San Juan has beautiful beaches, restaurants, bars, and historic sites for couples who want the best of both worlds: city fun and connecting with nature."

Date: 9/28



WORLD'S GREATEST PLACES

"El Yunque is the only tropical rainforest in the United States National Forest Service and is noted for its biodiversity. Puerto Rico is home to more than 240 plant species and 18 native bird species."



Date: 9/14



'SURPRISINGLY, IT'S STILL FAIRLY UNDISCOVERED BY AMERICANS': FREQUENT FLIERS SHARE UNDERRATED DESTINATIONS

"Instead of the Caribbean, go to PUERTO RICO: "Old San Juan was gorgeous, and we also spent time on the Islands to the east, Culebra and Vieques. I'd love to go back and spend more time on Culebra."

Date: 9/1



Travel Off Path
@TravelOffPath
6 Reasons Why Travelers Continue To Flock To This Island Paradise

traveloffpath.com/6-reasons-why-...
#island #travel #Paradise



Travel Noire
@TravelNoire

Here's a compilation of islands you can explore without the need for a passport.



Ed Carey, Chief Sales Officer & Brad Dean, President & CEO of @meetingsinpr were on hand at #SOMEWHERE NOWHERE NYC