

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

FEBRUARY 1-29, 2024

EARNED MEDIA
PLACEMENT HIGHLIGHTS

3.1B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$63M EARNED MEDIA VALUE

TRAVEL+ LEISURE

HOW TO PLAN THE PERFECT TRIP TO VIEQUES, PUERTO RICO

"This Caribbean island has secluded white-sand beaches and a bioluminescent bay — no passport required.."



Date: 2/10

ESSENCE

I CELEBRATED VALENTINE'S DAY EARLY IN PUERTO RICO! HERE ARE 7 THINGS YOU SHOULD DO WHEN VISITING.

"From sailing through the East Coast of Puerto Rico and jumping off the boat to conquering my kayaking fears (I don't know how to swim) in the Condado lagoon in San Juan, I discovered parts of myself I didn't know existed."



Date: 2/16

Forbes

THE 12 BEST SPRING BREAK DESTINATIONS FOR FAMILIES

"Puerto Rico is a stress-free island getaway with no passport needed (it's a U.S. Commonwealth, so you won't need to exchange money or worry about cell phone roaming, either). Plus, there are easy, daily flights..."



Date: 2/23

THE POINTS GUY

MY PUERTO RICAN ADVENTURE, FROM MOUNTAINTOP TO SEASIDE

"In one day, I transitioned from riding the New York City subway to traversing a trail on a horse in Puerto Rico. It was a memorable trip that transported me out of the early December chill of New York City to a tropical paradise just a domestic flight away."



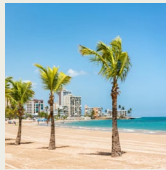
Date: 2/13



Travel+Path

WHY THIS CARIBBEAN ISLAND IS PERFECT FOR A WEEKEND GETAWAY THIS WINTER

"Puerto Rico is one of the hottest destinations in the world right now, seeing a record increase in tourism numbers in recent years. And it's only set to grow further in popularity in 2024."



Date: 2/2

GOOD HOUSEKEEPING

20 UNIQUE BACHELORETTE PARTY DESTINATIONS AROUND THE WORLD

"Though you won't need a passport to visit Puerto Rico as a U.S. citizen, it has its own distinct culture and energy that we can't get enough of."



Date: 2/29

