



# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

APRIL 20-26, 2024

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

3.1B+ IMPRESSIONS

EARNED MEDIA  
VALUE

\$62.9M+ EARNED MEDIA VALUE

**recommend**  
helping travel advisors sell travel

**DOWN BY THE SEA –  
PERFECT GETAWAYS  
FOR BEACH BABY  
BOOMERS**

“Discover Puerto Rico’s Live Boricua campaign continues to attract an increasing number of visitors. The latest newsout of the island for this travel segment includes the 2023 opening of the Parguera Plaza Hotel, an adult boutique property with a focus on culinary offerings and activities.”

Date: April 2024 Issue

**PURSUITIST**

**5 PLACES TO EXPERIENCE  
FIRST CLASS WELLNESS  
IN PUERTO RICO**



“Puerto Rico offers a sanctuary for those seeking rejuvenation of the mind, body, and soul. From lush rainforests to pristine beaches, the island’s natural beauty provides the perfect backdrop for first class wellness in Puerto Rico.”

Date: 4/21

**50 OF THE MOST  
BEAUTIFUL NATURAL  
WONDERS OF THE WORLD**

**BUSINESS  
INSIDER**

**AFAR**

**SKIP THE SUMMER CROWDS AT  
THESE UNDERRATED U.S.  
BEACHES**

“El Yunque National Forest in Puerto Rico earns the distinction of being the sole tropical rainforest in the US National Forest System. It is situated outside of San Juan”



“But if your ideal beach day is a quiet stay by calm waters and some local food, consider driving about 30 miles east of San Juan to Playa de Luquillo.”

Date: 4/22

Date: 4/22

**Robb Report**

**HERE ARE THE 50 BEST  
BARS IN NORTH AMERICA  
FOR 2024, RANKED**

“...while the Caribbean’s (best bar) is La Factoría in Puerto Rico at No. 18.”

**Forbes**

**3 LAVISH HOTELS  
FOR RUM LOVERS**



“Puerto Rico is home to world-class rum brands that span from BACARDÍ to Ron del Barrilito, and the Hyatt Regency Grand Reserve is perfect for sampling all that the island has to offer.”

Date: 4/24

Date: 4/25

