



# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JULY 3rd - JULY 11th, 2024

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

2.58B+ IMPRESSIONS

EARNED MEDIA  
VALUE

\$50.92M+ EARNED MEDIA VALUE

## TRAVELAGE WEST

### THE 3 BEST BEACHES IN SAN JUAN, PUERTO RICO

DISCOVER PUERTO RICO  
Y VAN LEEUWEN SE  
ASOCIAN PARA  
CELEBRAR A LA PIÑA  
COLADA

## EL DIARIO

Desde 1913, El Campeón de los Hispanos

"...the city of San Juan, Puerto Rico, combines big-city sophistication with sun-soaked beaches. And in Puerto Rico's capital, there are actually three main beaches to consider, each with its own distinct vibe."



"Traer los vibrantes sabores de Puerto Rico a las calles de la ciudad de Nueva York con este exclusivo helado de Piña Colada es una verdadera celebración de la rica herencia y cultura de nuestra Isla", dijo Leah Chandler, CMO de Discover Puerto Rico."

Date: 7/3

Date: 7/5

## FOOD & WINE

### CELEBRATE 70 YEARS OF THE PIÑA COLADA AND GET THE REAL STORY BEHIND THIS PUERTO RICAN CLASSIC

THIS FAMOUS ICE  
CREAM BRAND HAS A  
NEW FLAVOR  
CELEBRATING PUERTO  
RICO - AND YOU CAN  
TRY IT FOR FREE IN  
NYC THIS WEEK

## TRAVEL+ LEISURE

"Puerto Rico's official tourism website, Discover Puerto Rico, subscribes to the Caribe theory with Marrero as the drink's creator. They don't explicitly say so, but the organization does refer to National Piña Colada Day on July 10, 2024, as the drink's 70th birthday."



"Discover Puerto Rico and Van Leeuwen Ice Cream are coming together to give everyone a taste of island life."

Date: 7/8

Date: 7/8

## People EN ESPAÑOL

### RECETA DE PIÑA COLADA DEL MIXÓLOGO ROBERTO BERDECIA, ¡CON SABOR A PUERTO RICO!

THE ULTIMATE  
ITINERARY FOR  
THE PUERTO  
RICO RUM  
TRAIL

## Fodor's Travel

"La Piña Colada es un cóctel que realmente representa a Puerto Rico y el sabor de nuestra hermosa Isla. Este año celebramos el 70 aniversario de esta icónica bebida, que hoy en día es uno de los cócteles más populares del mundo", explica Berdecia."



"Rum is the local spirit of choice on the island. Puerto Rico has a long history that intertwines agriculture and rum production with its cultural identity. Sugarcane is an important crop, and Puerto Ricans use rum liberally in traditional drinks like the piña colada and coquito."

Date: 7/10

Date: 7/10

