



# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

EARNED MEDIA PLACEMENT HIGHLIGHTS

2.26B+ IMPRESSIONS

EARNED MEDIA VALUE

\$45.11M EARNED MEDIA VALUE

## THE POINTS GUY

### THE 14 BEST SOLO TRAVEL DESTINATIONS IN THE WORLD

"Puerto Rico is an excellent choice for American solo travelers who want a Caribbean experience without having to keep their passports handy. As a U.S. territory, it also offers the convenience of using the U.S. dollar as its currency."



Date: 7/26

### A RUM LOVER'S GUIDE TO PUERTO RICO

## Forbes

"Over the years, Puerto Rico has also established itself as one of the Caribbean's most notable rum producers, with both world-renowned and small-scale operations found all across the island. Whether you're a fan of boozy cocktails or prefer your spirits neat, the perfect Puerto Rican rum is just a flight away, with no shortage of surf, sand and sun to enjoy along the way."



Date: 7/28

## Parade

### 25 PICTURE-PERFECT BEACH VACATION IDEAS WHERE YOU CAN SOAK UP THE SUN IN STYLE

"Puerto Rico is home to over 300 beautiful beaches, including some of the best urban beaches you can find in the middle of bustling neighborhoods like Condado Beach, Ocean Park Beach and Isla Verde. Here you can spend your days jet skiing, parasailing and taking banana boat rides, or just relaxing on the palm tree-lined, golden-sand shores."

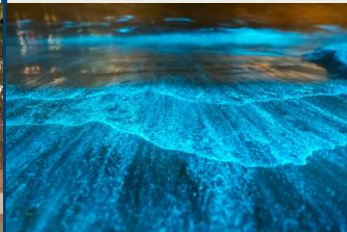


Date: 7/29

### HERE'S THE BEACH DESTINATION EACH ZODIAC SIGN SHOULD TRAVEL TO THIS SUMMER

## stylecaster

"Being near the ocean always helps you tap into your inner magic, but witnessing Mosquito Bay—the most famous bioluminescent beach in the world—will unlock your superpowers. You can relate to the blooming algae plankton present in the water, because crashing waves also make you feel like glittering."



Date: 7/29

## Esquire

### THE PIÑA COLADA TURNS 70: 4 RECIPES THAT KEEP THE CLASSIC COCKTAIL FRESH

"This year marks 70 years since the beverage's invention, though the origin story remains contentious.... More widespread is that it was first mixed at the Caribe Hilton Hotel. They claim that in 1954, bartender Ramón "Monchito" Marrero decided to experiment with the flavors of pineapple juice, coconut cream, and rum until he perfected a recipe for what we now know as the piña colada."



Date: 8/1

### THE 2024 MEETINGS TRENDSETTERS PAVING NEW PATHS IN THE EVENTS INDUSTRY

## meetings TODAY

PEOPLE + PLACES

"Vanessa Figueroa's visionary approach to integrating Puerto Rico's vibrant island culture into every site visit has transformed routine inspections into engaging, unforgettable experiences. Supported by her team and industry partners, Figueroa has helped Puerto Rico achieve three consecutive record-breaking years for MICE projects, with an impressive 70% conversion rate."



Date: 8/1