

# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JULY 2024

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

7.9B IMPRESSIONS

EARNED MEDIA VALUE

\$158.3M EARNED MEDIA VALUE

## FOOD & WINE

"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."

Date: 7/8

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

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

Date: 7/8

## TRAVEL + LEISURE

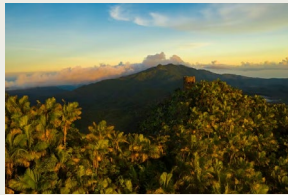


## The Atlanta Journal-Constitution

"As a U.S. territory, Puerto Rico presents an advantage for American travelers: no passport required. With just a valid ID in hand, you can hop on a direct flight from Atlanta and find yourself in this tropical paradise in about 3½ hours."

Date: 7/21

PUERTO RICO: YOUR PASSPORT TO PARADISE (NO ACTUAL PASSPORT REQUIRED)



PUERTO RICO'S RICH CULTURE IS TOLD THROUGH ART, MUSIC AND DANCE

"Puerto Rico is a place filled with heritage and tradition. Oftentimes, the history of anything is best told through wordage. For this iconic locale however, its narrative resonates most through the medium of art and music. Discover Puerto Rico hosted a trip aimed to highlight the area's beauty and magnitude."

Date: 7/23

## ESSENCE



## Forbes

A RUM LOVER'S GUIDE TO PUERTO RICO

"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."



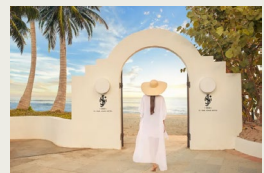
Date: 7/28

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

## Parade



SOCIAL MEDIA PROGRAM HIGHLIGHTS

843K TOTAL VIEWS

AVERAGE ENGAGEMENT RATE

2.51%

