



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

SEPTEMBER 20th - SEPTEMBER 26th, 2024

EARNED MEDIA
PLACEMENT HIGHLIGHTS

848.78M+ IMPRESSIONS

EARNED MEDIA
VALUE

\$21.92M+ EARNED MEDIA VALUE

INSIDER TRAVEL REPORT

GET A SNEAK PEEK INSIDE PUERTO RICO'S NEW CUTTING- EDGE SCIENCE PARK

"Officials say the redevelopment not only preserves a treasured piece of Puerto Rican history but also propels it into the 21st century, offering fresh reasons to visit the island in a boost for tourism."

Date: 9/20



GORGEOUS CARIBBEAN BEACHES THAT ARE WILDLY UNDERRATED, ACCORDING TO TRAVELERS

Islands

"Playa Zoni ranks among the best under-the-radar beaches you need to visit in the Caribbean. Tranquil and undoubtedly stunning, Playa Zoni is known for its warm, silky water, white sand, and views of Cayo Norte, Isla Culebrita, and St. Thomas."

Date: 9/22



Forbes TRAVEL GUIDE

"If you crave adventure but want to avoid the hassle of arranging a trip overseas, head to Puerto Rico, a little slice of Caribbean paradise...thanks to its tropical climate and year-round warm weather, the island is a prime vacation destination for nature lovers and sun-seekers alike."

Date: 9/23

3 ADVENTURES TO TRY IN PUERTO RICO

CHEF NATALIA VALLEJO: 'FOOD SOVEREIGNTY IS THE WAY FORWARD'

HUFFPOST

"The food scene in Puerto Rico is active and united. There is a palpable desire to connect with our cuisine and local products and...we are a colorful country full of flavors and heritage."

Date: 9/24



TravelDreamsMagazine

"With no passport required to travel for U.S. citizens, Puerto Rico boasts a diverse range of golf courses - 18 total with two more soon to open. They combine challenging layouts with stunning natural settings."

Date: 9/25

3 CARIBBEAN GOLF GETAWAYS THIS WINTER

LEADERSHIP EXPERIENCE BROUGHT OUT THE LOCAL SPIRIT IN PUERTO RICO

Smart meetings

"Discover Puerto Rico has a saying to encapsulate the warm, resilient, joyful spirit of those who live on the island. It is called 'live Boricua,' and it refers to experiencing the place like a local."

Date: 9/26



P Parents 
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Puerto Rico's newly renovated Parque de las Ciencias is a trip full of STEM fun for the whole family.



parents.com
Parque de las Ciencias Is the Puerto Rico Destination for Kids Who Love STEM

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