



# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

SEPTEMBER 27th - OCTOBER 3rd, 2024

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

1,775,321,974+ IMPRESSIONS

EARNED MEDIA  
VALUE

\$35,501,421.78+ EARNED MEDIA VALUE

## TRAVEL WEEKLY

"Parque de las Ciencias is a true gem of Puerto Rico, and its reopening marks a significant milestone for our island's tourism industry," said Davelyn Tardi, director of public relations at Discover Puerto Rico."

Date: 9/30

## PUERTO RICO SCIENCE PARK, CLOSED SINCE HURRICANE MARIA, IS BACK IN BUSINESS



## THE 20 BEST THINGS TO DO IN PUERTO RICO



## Condé Nast Traveler

"Whether you're a city person or a country person, a beachgoer or a hiker, an art lover or an adventurer, Puerto Rico has something—many things, in fact—for your every desire."

Date: 9/30

## TRAVEL+ LEISURE

"JetBlue expands in New England, Puerto Rico... will connect Providence, R.I., to Fort Myers, San Juan, and Tampa beginning October 27 and 28."

Date: 10/1

## WITH NEW WAYS TO GET TO MOROCCO, IRELAND, THE PHILIPPINES, AND MORE — HERE'S THE AIRLINE ROUTES WE'RE MOST EXCITED ABOUT IN OCTOBER



## TRAVELING SPOON LAUNCHES NEW CULINARY EXPERIENCES IN 2024



## TRAVEL AGENT CENTRAL

"Travelers will immerse in island flavors during experiences in Puerto Rico making dishes like coconut ice cream, jackfruit tostones or codfish fritters."

Date: 10/1

## WANDERLY

"Puerto Rico is an ideal family destination with friendly locals and a lively culture. Old San Juan's colorful streets feel like a storybook, while El Yunque National Forest offers zip-lining adventures through lush rainforests."

Date: 10/2

## 14 BEST WARM DESTINATIONS FOR FAMILY TRAVEL IN JANUARY



## 10 AMAZING U.S. HOTELS YOU CAN BOOK WITH POINTS IN 2024



## lonely planet

"Situated alongside a 400-acre nature reserve, the St. Regis Bahia Beach Resort in Puerto Rico boasts beautiful nature trails and access to a 2-mile stretch of sandy beach."

Date: 10/3



bsoliver • Follow  
San Juan, Puerto Rico  
bsoliver This June, I had the opportunity to dine at @coconafondo with @doreenquevedo during a press trip to the island that explored its gastronomy and culture.  
Chef Natalia Varejo is the first Puerto Rican to take the James Beard Award home. She won in 2023 for her popular menu at Cocina a Fondo in San Juan. Varejo takes classic Puerto Rican dishes and gives it a twist using the produce available with each season. Varejo advocates for using locally grown produce and being a part of the new farm-to-table experience in Puerto Rico.  
She's been a part of the movement to source and open food co-ops. When



b.alyse • Follow  
b.alyse The island was the first place I saw real, slow-grown food on their land: El Pretérito Mountain Lodge and Chef's Dinner Table extended an invitation that honored that concept and another: Caribbean traditions pastures. The dish is a centuries-old blend of Rano, Spanish, and African flavors, which also reflects the genetic makeup of Puerto Ricans themselves. My mother's side of the family lives in Toa Baja, and my biological father's side of the family lives in Bayamón. Both of whom acknowledged paternos get together near the holiday season, even among those who migrated to New York. The Grand Concourse, where my grandmother now lives, is joining the most Boricua through life in the Bronx, unless paternos are commonly sold at local spots like cafeterías. Thank you to Ricardo's trees, because for hosting me

