



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

OCTOBER 4th - OCTOBER 10th, 2024

EARNED MEDIA
PLACEMENT HIGHLIGHTS

1.50B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$30.0M+ EARNED MEDIA VALUE

Treehugger

"A remarkable algae glow at Mosquito Bay is one of three bioluminescent bay occurrences in Puerto Rico and is best observed from the water. Guinness World Records recognized this bay, known for its brilliant illumination, as the brightest bioluminescent bay in 2006."

Date: 10/4

8 INCREDIBLE
PLACES WHERE
THE OCEAN
GLOWS



50 AFFORDABLE
FAMILY VACATION
IDEAS TO
EXPLORE ON A
BUDGET



Reader's Digest

"Easy, affordable flights from many U.S. airports will have your family in San Juan in no time for one of the warmest, yet coolest, cheap family vacations around. There are plenty of incredible resorts in Puerto Rico and an endless list of attractions you'll want to see."

Date: 10/6

lonely planet

"As far as capital cities go, San Juan, Puerto Rico is a rare gem that has it all – beautiful beaches, a historic center with architecture dating back to the 16th century, a vibrant arts scene, an increasingly diverse population, and 18 neighborhoods with unique flavors, sounds and sights to discover."

Date: 10/9

THE
ULTIMATE
WEEKEND IN
SAN JUAN



YOUR IMEX
AMERICA
2024 RECAP:
DAY ONE



Smartmeetings

"The momentum currently underway in Puerto Rico is historic and unprecedented with four years of improving visitation and convention activity, according to Brad Dean, CEO of Discover Puerto Rico."

Date: 10/9

Condé Nast Traveler

"San Juan, Puerto Rico: Art Deco fiends will marvel at the original detailing (those Creole tiles!) in this century-old Santurce mansion. The area is rich with restaurants, bars, and shops, and the nearest beach is reachable by foot in 30 minutes."

Date: 10/10

24 BEST CARIBBEAN
AIRBNBS TO ESCAPE
TO EVERY SEASON
OF THE YEAR



THE PR WEEK,
10.10.2024:
COURTNEY WALKER,
MMC/RXMOAIC



PRWeek

"It [DPR x VL Pina Colada ice cream] was the first ice cream in the Van Leeuwen portfolio directly inspired by a destination, which we thought was really cool and inspiring, and it sort of brought a taste of the island to influential tastemakers in the country's biggest direct flight market, which is NYC, to Puerto Rico."

Date: 10/10

