



# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

OCTOBER 11th - OCTOBER 17th, 2024

EARNED MEDIA  
PLACEMENT HIGHLIGHTS

374.65M+ IMPRESSIONS

EARNED MEDIA  
VALUE

\$1.28M+ EARNED MEDIA VALUE

## TRAVEL+ LEISURE

"Puerto Rico is just a short (and often inexpensive) flight from the East Coast, yet once you're there, you're in a different world. For an enviable Valentine's Day experience, stay at the Condado Ocean Club and let the concierge arrange a nighttime paddle around the Laguna del Condado."

Date: 10/11

## 20 VALENTINE'S DAY TRAVEL EXPERIENCES FOR A ROMANTIC GETAWAY



## IMEX AMERICA 2024 ATTRACTS TENS OF THOUSANDS TO BLOW PAST PREVIOUS RECORDS



## meetings PEOPLE + PLACES TODAY

"If I could summarize what has happened in Puerto Rico over the past four years in just one word, it is momentum," said Destination Puerto Rico CEO Brad Dean during the destination's IMEX America press conference."

Date: 10/14

## ELEVATED MAGAZINES

"And let's not forget Puerto Rico, a U.S. territory that seamlessly blends the old and new. From the cobblestone streets of Old San Juan to the modern cityscape and nightlife, Puerto Rico offers diversity and convenience, making it an ideal hub for island-hopping."

Date: 10/15

## HOW TO PLAN THE ULTIMATE ISLAND-HOPPING GETAWAY IN THE CARIBBEAN



## US TERRITORIES AMERICANS CAN VISIT WITHOUT A PASSPORT THAT FEEL A WORLD AWAY



## Condé Nast Traveler

"Travelers can get to Puerto Rico without a US passport. And with a plethora of activities for both urban pursuits and outdoorsy expeditions, this tropical escape 1,000 miles off the southeast coast of Florida beckons no matter what's on the itinerary."

Date: 10/17

## TRAVELAGE WEST

"Puerto Rico is another lively place to vacation in December. The St. Regis Bahia Beach Resort is organizing culinary events as well as a grand New Year's Eve celebration that will feature a raw bar and live chef station."

Date: 10/17

## WHERE TO CELEBRATE THE HOLIDAY SEASON IN THE CARIBBEAN



## MSC CRUISES TO DEPLOY FIVE SHIPS IN THE CARIBBEAN



## Porthole Cruise and Travel

"Explore over 22 ports, from short getaways to extended journeys in sunny destinations such as the Bahamas, Puerto Rico...MSC Meraviglia, MSC Seaside, and MSC Seascape have itineraries that include San Juan."

Date: 10/17

