



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

SEPTEMBER 2024

EARNED MEDIA
PLACEMENT HIGHLIGHTS

4.7B IMPRESSIONS

EARNED MEDIA
VALUE

\$96.6M+ EARNED MEDIA VALUE

Skift

GENERATION NEXT: THE WOMEN SHAPING TRAVEL'S FUTURE

"Leah Chandler, the chief marketing officer of Discover Puerto Rico, wants you always to be thinking of the island – not just when you're planning a vacation"

Date: 9/11



THE BEST PLACES TO TRAVEL TO THIS DECEMBER

thrillist

"Perhaps your perfect holiday season means coquito and pasteles. In that case, you're headed to Puerto Rico, where the holiday season lasts not one week, but a whopping 45 days."

Date: 9/17



Parents

PARQUE DE LAS CIENCIAS IS A TRIP FULL OF STEM FUN FOR THE WHOLE FAMILY

"If Puerto Rico wasn't already a great family vacation destination, the island just got a major upgrade with the reopening of Parque de las Ciencias."

Date: 9/19



THE ONLY PUERTO RICO GUIDE YOU'LL NEED FOR WORLD ARCHITECTURE DAY

Global Traveler

"With architectural styles from Spain, Africa, Taino culture, France, the Netherlands and beyond, Puerto Rico is one-of-a-kind. And don't think you're just going to find old fortresses and churches here, either (of course, these are just as worthy of a visit)."

Date: 9/19



HUFFPOST

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

"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

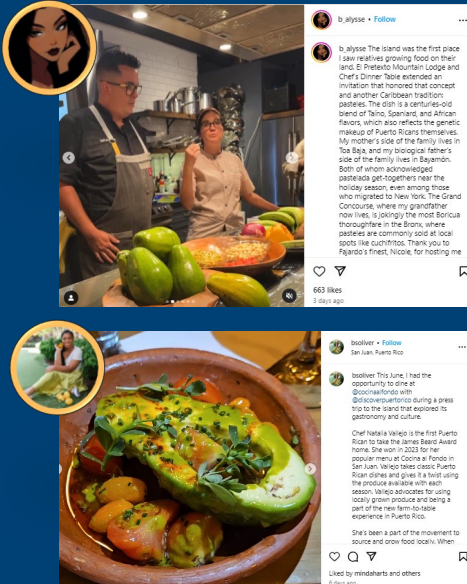


THE 20 BEST THINGS TO DO IN PUERTO RICO

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



Discover
Collective

FOR ANY QUESTIONS, PLEASE CONTACT:
DISCOVERPRCOLLECTIVECORE@HS-PR.COM

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Puerto Rico
DiscoverPuertoRico.com