



# Coverage Snapshot

**PUBLIC RELATIONS, EARNED & SOCIAL MEDIA**

NOVEMBER 8<sup>TH</sup> – NOVEMBER 14<sup>TH</sup>, 2024

**EARNED MEDIA PLACEMENT HIGHLIGHTS**

**+2.03B IMPRESSIONS**

**EARNED MEDIA VALUE**

**\$40.55M EARNED MEDIA VALUE**

## AFAR

"Puerto Rico's unique heritage combines influences from the Indigenous Taino culture, the island's centuries as a Spanish colony, and its long stretch as a key port in the transatlantic African slave trade, which profoundly impacted the island's culture. 'The island's African legacy manifests itself in all aspects of daily life,' says Dr. María Elba Torres Muñoz, a director at the University of Puerto Rico."

Date: 11/8

### WHICH CARIBBEAN ISLAND SHOULD YOU VISIT?



### 10 LESSER-KNOWN ISLANDS IN THE CARIBBEAN FOR A MORE SECLUDED ESCAPE



PROBE THE GLOBE

"Culebra, a small island off the coast of Puerto Rico, is a haven for beach lovers and nature enthusiasts with crystal-clear waters, vibrant coral reefs, and an inviting, laid-back vibe...Flamenco Beach stands as one of the world's most beautiful beaches, ideal for snorkeling, swimming, or relaxing with views of the iconic, graffiti-covered tank—a relic from the island's naval history."

Date: 11/8

## Travel to Path

"Puerto Rico has soared in popularity, jumping from the 4th most sought-after Caribbean destination last year to the 2nd right now...of course, you'll find tropical beaches with crystal clear water here. But you can also explore natural attractions such as waterfalls and hiking trails, as well as discovering Puerto Rico's fascinating culture."

Date: 11/9

### THESE ARE THE 5 MOST POPULAR DESTINATIONS IN THE CARIBBEAN TO VISIT THIS WINTER



### AIRLINES BET ON PUERTO RICO AND MEXICO FOR HOLIDAYS, ON ITALY FOR 2025



## Forbes

"This December, U.S. airlines will offer less capacity to Florida and more to Caribbean destinations, primarily Puerto Rico and Mexico, than they did in the same month a year earlier. It showed this December, Florida capacity on U.S. carriers will decline by 187,000 seats, while Puerto Rico and Mexico capacity will increase by 83,000 seats and 78,000 seats respectively."

Date: 11/9

## Condé Nast Traveler

"Puerto Ricans refer to the island's west coast as Porta del Sol—the sun's gate. Until recently most visitors here were swell-chasing surfers and sanjuaneros, but a wave of development that began in the once low-key surf town of Rincón after Hurricane Maria has rippled outward to smaller cities nearby. Visitors are getting a fuller picture of Puerto Rico beyond beloved San Juan and the resorts on the eastern shore."

Date: 11/11

### PUERTO RICO'S LESS VISITED WEST COAST IS FINALLY GETTING ITS DUE



### CHRISTMAS IN THE CARIBBEAN: 5 PLACES TO MAKE THE HOLIDAY UNFORGETTABLE



## lonely planet

"For either parties or seclusion at an affordable price, head to Puerto Rico come December. It's an easy flight from the US, with no passport required for US citizens. Spend the first night in Old San Juan to explore its charming streets for shopping, history and food – then dance the night away to live salsa or bomba."

Date: 11/11