



Coverage Snapshot

PUBLIC RELATIONS & EARNED MEDIA

OCTOBER 24th – OCTOBER 30th, 2025

**EARNED MEDIA
PLACEMENT HIGHLIGHTS**

311M+ IMPRESSIONS

**EARNED MEDIA
VALUE (EMV)**

6.2M+ EMV

HER CAMPUSSM

"Not only does Puerto Rico have many different beaches and tourist areas, it has such amazing rainforests that you can explore, waterfalls that you can swim in, and bays that you can explore by boat."

Date: 10/24



PUERTO RICO: A GEM ISLAND TO VISIT

WORLD TRAVELERS ARE SHARING THE 20 UNIQUE EXPERIENCES THAT WERE SO ENTIRELY UNBELIEVABLE, THEY'LL NEVER FORGET THEM



BuzzFeed

"Nothing quite compares to the serenity of kayaking through the Bioluminescent Bay in Vieques, Puerto Rico. Paddling under the stars, the water glows around you with each stroke due to the microorganisms."

Date: 10/24

TSNN Trade Show News Network

"Puerto Rico is coming off a record-setting season, propelled by unprecedented global visibility and proven capacity to host world-class conventions and international events."

Date: 10/27



6 QUESTIONS WITH DISCOVER PUERTO RICO'S NEW CEO, JORGE L. PÉREZ

10 GORGEOUS ISLAND RESORTS THAT ARE FAMILY-OWNED AND TOURIST-FRIENDLY, ACCORDING TO TRAVELERS



Islands

"The Vieques Guesthouse offers a unique combination of relaxation within its walls and authentic island town life just outside the door, making for an unforgettable Caribbean getaway."

Date: 10/27



"The Island of Puerto Rico has it all: big cities, tranquil beaches, and plenty of history. Historic Old San Juan is full of colorful Spanish buildings, two different centuries-old forts, and an arts district."

Date: 10/27



10 TROPICAL DESTINATIONS YOU CAN VISIT WITHOUT A U.S. PASSPORT

11 HISTORIC DISTRICTS WHERE YOU CAN LIVE LIKE A LOCAL FOR A WEEKEND



IOULLIC PURSUIT

"Blue cobblestones guide loops past sherbet-colored facades, fortress walls, and family bakeries perfuming the air with mallorcas. Residents chat from balconies, kids kick soccer in tiny plazas, and corner bars pour rum alongside hot croquetas."

Date: 10/28



FOR ANY QUESTIONS, PLEASE CONTACT:
DISCOVERPRCORE@HELLOMMC.COM

