



## **Discover Puerto Rico will Showcase the Impact of the Bad Bunny Residency on Tourism at a New York Federal Reserve Bank Forum**

*The CEO of Discover Puerto Rico was invited to the event, which highlights initiatives offering economic alternatives for communities*

**New York, New York, November 17, 2025-** Discover Puerto Rico will be among the special guests at the forum [Making Missing Markets: Connecting Communities and Capital](#), hosted by the Federal Reserve Bank of New York on Thursday. The forum will highlight economic initiatives that support the communities.

There, Puerto Rico's destination marketing organization (DMO) will showcase the impact of Bad Bunny's Residency on Puerto Rican tourism, as well as the island's ability to create jobs and business opportunities through culture, arts, and the visitor economy.

"The residency opened new opportunities in tourism, new markets, and a fresh boost for Puerto Rico's economic development. For these opportunities to reach their full potential, they need to be supported by new access to capital that enables the creation of new businesses, expansions, and growth," said Jorge L. Pérez, CEO of Discover Puerto Rico.

The Federal Reserve Bank forum is designed to explore strategies that connect sources of capital with the needs and solutions for communities. Additionally, the initiative connects buyers and sellers of services and products important to jurisdictions.

The reggaeton artist Bad Bunny's concert series aimed to attract international tourists to Puerto Rico and connect small and medium-sized businesses with visitors. Estimates place its economic impact between \$200 million and \$700 million. This effort resembles a market development strategy, as outlined by the Federal Reserve Bank, since it addresses economic vulnerabilities on the island, promotes responsible tourism, establishes circular economies, allows for local control, creates space for non-profit organizations, and boosts Puerto Rico's global profile.

The Discover Puerto Rico presentation will highlight the economic impact of the concert series, the growth of Puerto Rico's tourism industry, the role of artistic expression as a catalyst for economic development, and the integration of small and medium-sized businesses.



Over the past four years, the tourism industry has consistently set new records. The residency contributed to this growth by attracting thousands of visitors and generating publicity for the island, helping to open new markets that were previously unreachable. 2025 is expected to be the new record-breaking year in key tourism metrics for Puerto Rico.

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