



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

FEBRUARY 2026

EARNED MEDIA IMPRESSIONS

2.4B+ IMPRESSIONS

EARNED MEDIA VALUE

\$47M+ EMV

PRWeek

"In partnership with Complex, Rums of Puerto Rico and the Puerto Rico Tourism Company, Discover Puerto Rico will run The Plena Game Report, a second-screen watch party Sunday providing its own real-time soundtrack and commentary via YouTube before, during and after the halftime show."

Date: 2/5

THE BENITO BLUEPRINT: HOW TO ENGAGE HISPANIC AUDIENCES AT SUPER BOWL LX



BAD BUNNY INSPIRED A PUERTO RICO TRIP? WHAT YOU SHOULD KNOW BEFORE BOOKING



"Discover Puerto Rico, the Island's destination marketing organization, launched initiatives to educate visitors about lesser-known regions, aiming to decentralize tourism from popular areas like Old San Juan and El Yunque."

Date: 2/9

Skift.

"Discover Puerto Rico had built a multi-channel campaign — "The Plena Game Report" — featuring a bilingual YouTube livestream, iHeartRadio and Spotify takeovers, a New York City pop-up, and national TV segments".

Date: 2/10

BAD BUNNY BROUGHT BUZZ — CAN DISCOVER PUERTO RICO TURN IT INTO BOOKINGS?



BAD BUNNY INSPIRED? WHY PUERTO RICO SHOULD BE ON YOUR ADVENTURE LIST FOR 2026



Outside

"There's more to do here than bask on the beautiful beaches, although that's reason enough to hop on a plane. Puerto Rico is an adventure paradise, complete with glow-in-the-dark bays to paddle and one of the largest cave systems in the world to explore."

Date: 2/10

Parade

"According to Storm Tussey, Chief Marketing Officer at Discover Puerto Rico, the shift is felt everywhere. "It's such an exciting time for the Island. We say that Puerto Rico isn't just having a moment. It's a global cultural powerhouse."

Date: 2/13

NO PASSPORT? NO PROBLEM: WHY PUERTO RICO IS THE ABSOLUTE COOLEST PLACE TO VISIT RIGHT NOW



PUERTO RICO WON ENGAGEMENT BATTLE AT SUPER BOWL LX



TRAVELPULSE

"The Discover Puerto Rico website saw 537,000 visitors, an increase of 16 percent month over month. According to Expedia, overall flight searches to Puerto Rico spiked to an estimated 245 percent year over year. On February 9 alone, Google reported searches for "Puerto Rico Travel" and "Flights to San Juan" surged 213 percent."

Date: 2/25