

# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JANUARY 2026



EARNED MEDIA IMPRESSIONS

**6.21B+ IMPRESSIONS**

EARNED MEDIA VALUE

**\$124.1M+ EMV**

## TRAVEL+ LEISURE

"Vieques' most famous attraction is Mosquito Bioluminescent Bay, where phosphorescent plankton turn the waves into a sea of blue light—in fact, it has been deemed the brightest bioluminescent bay by Guinness World Records."

Date: 1/2

**THIS CARIBBEAN ISLAND HAS SECLUDED WHITE-SAND BEACHES AND A BIOLUMINESCENT BAY—WITH NO PASSPORT REQUIRED TO GET THERE**



**THE BEST FARM-TO-FORK RESTAURANTS IN PUERTO RICO**



## Condé Nast Traveler

"In a calmer corner of the ramparts, over-looking the bay, Loyda Rosa's pioneering plant-forward restaurant, Verde Mesa, has helped lay the foundations for the island's flourishing farm-to-table scene since launching in 2009."

Date: 1/5

## OBSERVER

"Most of the spaces in San Juan are run by artists and local creatives, often embracing a more fluid model that avoids rigid distinctions between art and artisanal work, as well as between visual art and other disciplines."

Date: 1/26

**SAN JUAN'S ARTISTS ARE SHAPING PUERTO RICO'S CULTURAL FUTURE ONE SPACE AT A TIME**



**36 HOURS ON VIEQUES, PUERTO RICO: THINGS TO DO AND SEE**



## The New York Times

"Today, feel Vieques's rugged thrill as you drive on winding roads to secluded white-sand beaches, past the hundreds of horses that roam freely."

Date: 1/29

## TRAVELPULSE BY NORTHSTAR

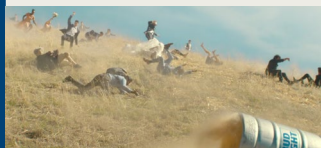
"The centerpiece of Discover Puerto Rico's consumer-facing campaign will be The Plena Game Report, a live, fully bilingual (English and Spanish) second screen watch party bringing the energy, humor, and cultural flavor of a true Puerto Rican celebration to football's biggest night."

Date: 1/30

**DISCOVER PUERTO RICO PLANS SUPER BOWL EVENT**



**SUPER BOWL UPDATES—BUD LIGHT AND DOVE'S ADS, PUERTO RICO'S BIG GAME BLITZ**



## AdAge

"Inspired by Puerto Rican artist Bad Bunny headlining the halftime show, Discover Puerto Rico plans to use Super Bowl weekend to push Puerto Rican culture through a series of music-led activations created with partners including Rums of Puerto Rico and the Puerto Rico Tourism Company."

Date: 1/30