



# Coverage Snapshot

**PUBLIC RELATIONS, EARNED, & SOCIAL MEDIA**

DECEMBER 2025

EARNED MEDIA IMPRESSIONS **3.54B+ IMPRESSIONS**

EARNED MEDIA VALUE **\$70.8M+ EMV**

## Condé Nast Traveler

*"The hot spot for human visitors, however, is Flamenco Beach, where mainland Puerto Ricans come to camp, party, and dance on the long stretch of white sand."*

Date: 12/12

**BEST BEACHES IN THE WORLD FOR SUNBATHING, SURFING, AND DOING ABSOLUTELY NOTHING—ACCORDING TO OUR READERS**



**BOMBA AND BIOLUMINESCENCE —PUERTO RICO IS FULL OF SURPRISES**



## NATIONAL GEOGRAPHIC

*"Mosquito Bay is the most bioluminescent place on Earth, and its status as a conservancy means the organisms are undisturbed by electric motors or people swimming. 'We've been a conservancy for 14 years,' explains Ryan, 'and the dinoflagellates are only getting brighter.'"*

Date: 12/17

## Islands

*"Regardless of whether you're seeking history, a rich cultural scene, nightlife, or just some gorgeous beaches, San Juan has it all. For travelers looking to explore San Juan on foot, some of its prettiest neighborhoods are also the most walkable."*

Date: 12/21

**SAN JUAN'S 5 PRETTIEST WALKABLE NEIGHBORHOODS**



**I'VE VISITED 120 COUNTRIES. THESE ARE THE BEST PLACES TO TRAVEL IN 2026**



Date: 12/21

## USA TODAY

*"Puerto Rico is experiencing a unique cultural rebirth. Beyond San Juan, the chinchorreo in the center of the island is a true cultural experience."*

## Forbes

*"If you don't want to leave the U.S. but still want an island vacation, Puerto Rico has several resorts designed for families with kids."*

Date: 12/23

**BEST CARIBBEAN ISLANDS FOR FAMILIES**



**HOW MUCH DID BAD BUNNY'S RESIDENCY ACTUALLY GENERATE FOR PUERTO RICO?**



Date: 12/27

## Rolling Stone

*"Pérez of Discover Puerto Rico highlighted that even 'local artisans, small food vendors, neighborhood cafés, and independent shuttle operators outside traditional tourist zones experienced significant increases in business.'"*