## Miss Universe 2026 – General Messaging about the Island

- **Miss Universe's 75th Edition:** Puerto Rico will host the **75th edition of the Miss Universe competition in November 2026 at the Coliseo de Puerto Rico José Miguel Agrelot in San Juan**, bringing the world's most prestigious pageant to the Island for this historic celebration. 75 years of the Universe. A lifetime of Puerto Rico. The Universe comes for one night. Puerto Rico stays with you.
- Puerto Rico is a destination where **culture comes alive through music, art, traditions, gastronomy, and its people**. **The Universe Comes for the Celebration. Puerto Rico Gives You So Much More.** An Island where beauty, culture, music, and adventure come together to create an unforgettable experience.
- The **"Awaken Your Senses"** Campaign by Discover Puerto Rico invites travelers to immerse themselves in the vibrant culture and experiences of the Island. This initiative focuses on engaging visitors through **sensory experiences** that connect them with the rhythm, flavor, and landscapes of Puerto Rico.

    - **Gastronomy:** Puerto Rico is a culinary destination with bold flavors and rich traditions, known as the Rum Capital of the World and the birthplace of the piña colada. From iconic dishes like mofongo, arroz mamposteao, and lechón to fresh seafood, award-winning bars, and acclaimed chefs and restaurants, the Island offers a vibrant gastronomy scene that blends tradition with innovation.
    - **Art, Music, and Fashion:** Puerto Rico's creative spirit is expressed through its art, from the traditional rhythms of bomba and plena to salsa and reggaetón, sounds that have shaped the Island's cultural identity and influenced audiences around the world. Visitors can also experience Puerto Rico's creativity through museums, galleries, and vibrant street art, especially the colorful murals and urban art of Santurce. The Island's fashion scene features renowned designers including Luis Antonio, Stella Nolasco, Lisa Cappalli, Harry Robles, Jean Cintrón, Eclíptica, Stella Nolasco, and Herman Nadal, alongside local brands such as Valija Gitana, Arrecife, Rogative, and Palmeira, among others.
    - **Outdoor Adventures:** Puerto Rico offers endless opportunities for outdoor adventure, with nearly 300 miles of coastline, hundreds of beaches, 36 nature reserves, 19 state forests, and diverse ecosystems. Explore El Yunque National Rainforest, experience the glow of the Island's three bioluminescent bays, or enjoy snorkeling, diving, kayaking, paddleboarding, surfing, and adventures at Toro Verde Adventure Park.
    - **Holidays, Festivals, and Traditions:** Puerto Rico offers authentic cultural experiences that allow visitors to connect with the people and stories that

make the Island unique. Festivals and traditions are at the center of Island life. and showcase Puerto Rico's warmth, pride, and strong sense of community. Puerto Rico celebrates one of the longest holiday seasons in the world, filled with parrandas, family gatherings, traditional foods, Three Kings Day, Octavitas, and the Fiestas de la Calle San Sebastián, keeping the Island's festive spirit alive well into January.

- Puerto Rico has won five Miss Universe crowns, with queens Marisol Malaret (1970), Deborah Carthy-Deu (1985), Dayanara Torres (1993), Denise Quiñones (2001), and Zuleyka Rivera (2006).

- Puerto Rico is a U.S. territory and the smallest and most eastern island of the Greater Antilles. With **78 municipalities**, the Island is divided into six regions: Metro, South, East, West Central, and Northern Region.

    - **Passport:** American citizens do not need a passport to travel to Puerto Rico, but a valid state-issued ID that is **REAL ID-compliant** is required for air travel.
    - **Air Access:** Puerto Rico currently has up to 137 direct flights depending on seasonality and airline capacity. Domestic carriers flying to Puerto Rico include American Airlines, Delta Airlines, United Airlines, Jetblue, Spirit, Frontier, and Southwest. International airlines flying to Puerto Rico include Avianca, Iberia, and Copa Airlines to name a few.
    - **Language:** Both English and Spanish are spoken fluently across the Island.

## Do's

- Celebrate Puerto Rico's vibrant culture. Showcase the Island's rich traditions, flavors, and experiences, aligning with the Awaken Your Senses campaign and highlighting authentic local sites and activities.
- Focus on Puerto Rico's diverse and dynamic offerings, highlighting what makes the Island an exciting and evolving destination.
- Inspire travel with a clear call-to-action. Encourage visitors to explore Puerto Rico by directing them to www.DiscoverPuertoRico.com

## Don'ts

- Avoid "comeback" or "resilient" narratives. Puerto Rico's story is about its vibrant present and future, not recovery. Skip words like "escape," "paradise," or "getaway." Position Puerto Rico as a must-visit destination, not just a retreat.
- Refrain from encouraging relocation. Keep the focus on visiting, not moving to the Island.
- Maintain inclusive and respectful language.