



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MAY 16th – MAY 22nd, 2025

EARNED MEDIA PLACEMENT HIGHLIGHTS

877.60M+ IMPRESSIONS

EARNED MEDIA VALUE

\$17.55M+ EARNED MEDIA VALUE



THESE 11 NATIONAL PARKS ARE AT THEIR BEST IN SUMMER



"In addition to exploring the forts and lighthouses, families can enjoy coastal trails, bird watching, and stargazing. The fort's expansive lawn is tailor-made for picnicking and flying kites."

Date: 5/16

10 EXOTIC DESTINATIONS THAT DON'T REQUIRE A PASSPORT



"The U.S. territory of Puerto Rico is one of the easiest Caribbean destinations for Americans to visit...You'll find plenty to see and do around the island with six distinct regions, each offering a unique experience."

Date: 5/20



EL DIARIO

DISCOVER PUERTO RICO LLEVA LOS SONIDOS DE LA ISLA A LA APLICACIÓN 'CALM'



"Esta alianza presenta una nueva colección de experiencias auditivas inmersivas que permite a los oyentes sumergirse en los sonidos relajantes y las historias inspiradoras de Puerto Rico."

Date: 5/22

MOVERS & SHAKERS: LOWE'S, NETFLIX, OATLY AND MORE



campaign

"For Mental Health Awareness Month (May), Discover Puerto Rico is collaborating with wellness app Calm, debuting a collection of immersive audio experiences that resonate with Puerto Rico."

Date: 5/22



LIN-MANUEL MIRANDA'S LATEST PROJECT? A 'PEACEFUL' MEDITATION GUIDING LISTENERS THROUGH PUERTO RICO



"For Miranda, this kind of project is a no-brainer, considering his long-time love for the island and efforts to tell Puerto Rican stories, highlight its most stunning sites, and advocate for its people."

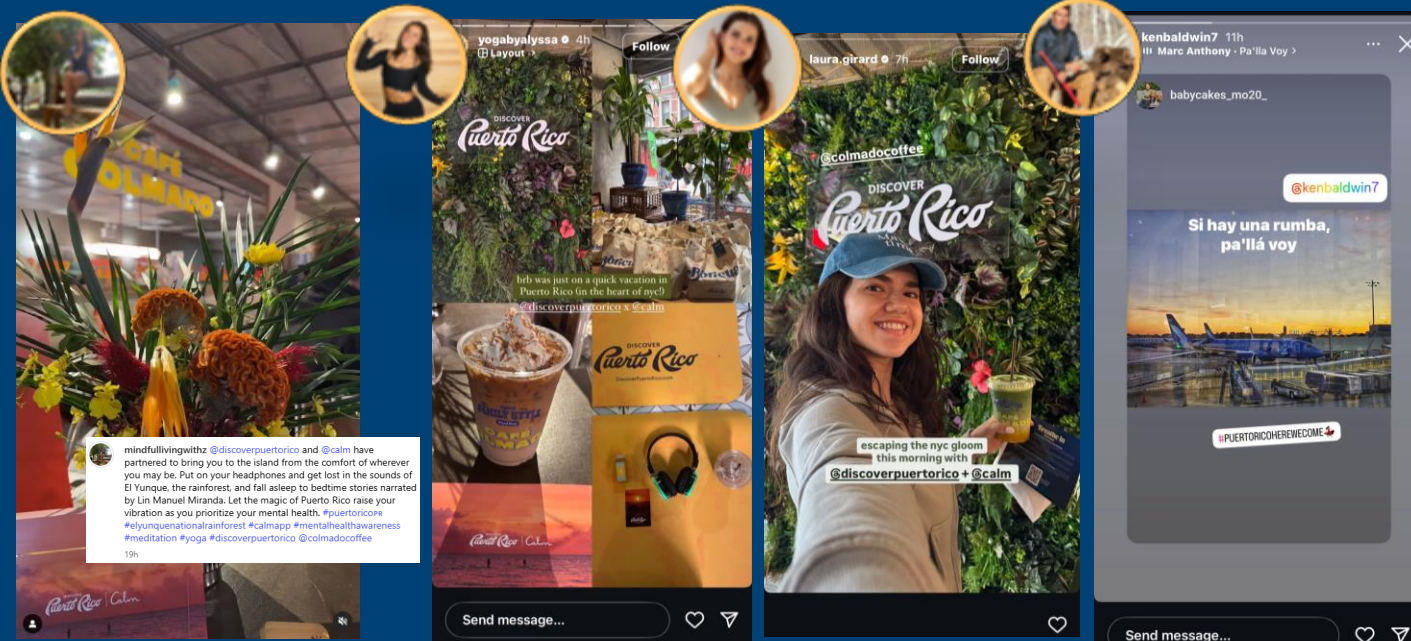
Date: 5/22

CALM JUST PARTNERED WITH DISCOVER PUERTO RICO, AND IT'S BRINGING THE ISLAND'S ZEN SOUNDSCAPE RIGHT TO YOUR PHONE



"As someone born and raised in Puerto Rico, I've always believed the Island has a peculiar rhythm that can't be replicated. That mix of crashing waves, rustling breeze in the palm trees and the coquí's distinctive mating call isn't just noise; for me, it's memory and medicine to my soul."

Date: 5/22



FOR ANY QUESTIONS, PLEASE CONTACT: DISCOVERPRCOLLECTIVECORE@HSCOMMUNICATIONS.COM

