



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MAY 23rd – MAY 29th, 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

3.67B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$73.46M+ EARNED MEDIA VALUE

TRAVELPULSE

"The transformative suite of immersive audio experiences in designed to transport listeners to the heart of Puerto Rico through soothing soundscapes and storytelling."

Date: 5/23

DISCOVER
PUERTO RICO
ANNOUNCES
PARTNERSHIP
WITH CALM



THESE ARE 20 OF
THE MOST
BEAUTIFUL
CARIBBEAN ISLANDS



VERANDA

"Of course, Puerto Rico has pretty tropical beaches, but what makes it unique is its diversity of habitats from bioluminescent bays to coral reefs to rainforests."

Date: 5/23

Forbes

"As people continue to seek an escape from the hustle and bustle of daily life, Discover Puerto Rico and Calm offer a much-needed respite from all of the endless noise..."

Date: 5/26

DISCOVER PUERTO
RICO ANNOUNCES
WELLNESS-FOCUSED
PARTNERSHIP WITH
CALM



9 EYE-POPPING
VIEWS IN PUERTO
RICO THAT MOST
PEOPLE DON'T SEE



AFAR

"...some of the best scenic points require you to duck into dark caves or go on unpaved trails. Don't be deterred; getting away from the usual touristed path means those memorable views..."

Date: 5/27

People

EN ESPAÑOL

"...por medio de una narración pausada y tranquila va guiando al escucha a través de algunos de los lugares más emblemáticos de Puerto Rico..."

Date: 5/28

LIN-MANUEL MIRANDA TE
TRANSPORTARÁ HASTA
PUERTO RICO CON SU NUEVO
PROYECTO: "[ES] EL LUGAR AL
QUE RECURRO PARA
SENTIRME EN PAZ"



SAN JUAN ITINERARY:
HOW TO SPEND THREE
DAYS IN PUERTO
RICO'S COLORFUL
CAPITAL



Condé Nast Traveler

"Puerto Rico is one of those rare destinations that manages to feel both electric and deeply grounded at the same time—and San Juan is the island's beating heart."

Date: 5/29



Discover
Collective

FOR ANY QUESTIONS, PLEASE CONTACT:
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DISCOVER
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