



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 6th – JUNE 12th, 2025

EARNED MEDIA PLACEMENT
HIGHLIGHTS

2.54B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$50.78M+ EARNED MEDIA VALUE



"Si ya tienes tus boletos para alguna de estas presentaciones históricas, esta es tu oportunidad de convertir tu viaje a Puerto Rico en una experiencia inolvidable. Desde su riqueza histórica, playas y bosques tropicales, hasta comida callejera y arte urbano, aquí te dejamos 16 cosas imperdibles que puedes hacer en la isla antes o después de perrear hasta el suelo con el exitoso cantante urbano."

Date: 6/7

**RESIDENCIA DE
BAD BUNNY: 16
COSAS PARA
HACER EN PUERTO
RICO SI VAS A SU
CONCIERTO**



**BEST
RESORTS
AND HOTELS
IN PUERTO
RICO FOR
FAMILIES**



"If you're looking for a tropical family vacation that balances relaxation and adventure—and requires no passport—Puerto Rico is the perfect location."

Date: 6/7



"Every bottle of BACARDÍ proudly displays the bat as both a symbol of indigenous pride and a lasting legacy. Puerto Rico brings rum to the world and the bat is a nod to the island and the people who keep the tradition alive."

Date: 6/10

**WAIT, BACARDÍ ISN'T
JUST RUM? THE BRAND'S
DEEP TIES TO
INDIGENOUS MYTHOLOGY
AND SECRET PALM TREE
LORE WILL BLOW YOUR
MIND**



**HOW TO ENJOY
COFFEE IN
PUERTO RICO:
MUST-VISIT
CAFES AND
COFFEE FARMS**



**USA TODAY
10Best.com**

"Home to lush rainforests and pristine beaches, the island of Puerto Rico boasts a diverse array of landscapes and cultural experiences. One favorite: The coffee scene."

Date: 6/11



"An ever-wider variety of destinations also appeal to upscale LGBTQ+ travelers with inclusive imagery and marketing; organizations from Discover Puerto Rico...feature robust listings for queer travelers, and back it up with an array of welcoming luxury hotels, tours and attractions."

Date: 6/11

**WHAT LGBTQ+
LUXURY TRAVEL
REALLY MEANS**



**THE BEST PLACES
FOR SOLO
TRAVEL IN THE
USA: WHERE TO
GO WHEN YOU'RE
FLYING SOLO**



THE MANUAL

"Vieques is a dreamy Caribbean destination off Puerto Rico's eastern coast and a great alternative to international travel."

Date: 6/12