

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

MAY 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

6.65B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$132.72M+ EARNED MEDIA VALUE

TRAVEL+ LEISURE

"Despite a long Catholic history, Puerto Rico is one of the most LGBTQ-friendly destinations in the Caribbean—same-sex marriage was legalized in 2015, and same-sex couples can adopt. A number of hotels, beaches, and tours cater to the community, and there's a thriving Pride weekend each June."

Date: 5/13

THIS CARIBBEAN
DESTINATION IS ONE OF
THE MOST QUEER-
FRIENDLY PLACES MY
HUSBAND AND I HAVE
EVER BEEN



I'VE GONE ON NEARLY 20
GIRLS' TRIPS. MY FAVORITE
DESTINATION DOESN'T
REQUIRE A US PASSPORT
AND HAS STUNNING
BEACHES.



BUSINESS INSIDER

"As a US citizen, I don't need a passport to travel to Puerto Rico, which cuts down on time spent on immigration lines. Once I arrive, I can simply catch a ride to my hotel and slip into vacation mode right away."

Date: 5/13

CNET

"In honor of Mental Health Awareness Month, Calm partnered with Discover Puerto Rico, the island's Destination Marketing Organization, to release its first-ever destination-based audio collection."

Date: 5/22

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



DISCOVER PUERTO
RICO ANNOUNCES
WELLNESS-FOCUSED
PARTNERSHIP WITH
CALM



Forbes

"While Calm's new Puerto Rico collection is perfect for backyard meditation or a mindfulness session, it can also offer insight into planning a relaxation-focused trip of your own—and when it comes to building the perfect itinerary, there's a wealth of other can't-miss sites to be found across the Island."

Date: 5/26

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

