



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 2025

EARNED MEDIA PLACEMENT
HIGHLIGHTS

9.58B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$191.73M+ EARNED MEDIA VALUE

FOOD & WINE

"I landed in Puerto Rico with a list of places to eat and a hankering for crispy pork skin. What I didn't expect was to find a movement reshaping how food is grown, cooked, and shared here."

Date: 6/2

WHERE TO EAT IN PUERTO RICO, FROM STREET FOOD TO TASTING MENU



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



People
EN ESPAÑOL

"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.."

Date: 6/8

HUFFPOST

"This 'makes it both accessible and cost-effective,' said Davelyn Tardi, director of public relations at Discover Puerto Rico. 'Puerto Rico also has direct flights from several major U.S. cities, including New York, Miami, Atlanta, Dallas, and Chicago, making it easy to reach.'"

Date: 6/13

THE 7 BEST PLACES TO TRAVEL THIS SUMMER, ACCORDING TO AN EXPERT



DODGERS' KIKE HERNÁNDEZ JOINS DISCOVER PUERTO RICO TO CHAMPION TRAVEL THROUGH SPORTS



SportsTravel

"Discover Puerto Rico has released a video campaign starring Los Angeles Dodger and Puerto Rican Kike Hernández, celebrating the Island's musical and sports culture while promoting conscious travel as World Music Day approaches."

Date: 6/18

**Condé Nast
Traveler**

"For a colorful and breezy getaway to the less-visited western region of Isabela. With a no-frills feel, this sandy and bright B&B is walkable to a quiet beach for surf and play. A stay here feels like a vibrant and warm welcome to fresh flavors and a whole lot of local love."

Date: 6/24

REVIEW: CASA BAJURA BED AND BREAKFAST



BAD BUNNY FANS WON'T WANT TO LEAVE PUERTO RICO AFTER VISITING THESE 17 PLACES



**USA
TODAY**

"There's so much more to explore while you're here," said Davelyn Tardi, director of Public Relations at Discover Puerto Rico. "Enjoy the vibrant energy and nightlife of San Juan, take in the laid-back charm and beautiful sunsets of Rincón, or unwind on the stunning beaches of Culebra—especially Flamenco Beach, which is often ranked among the best in the world. And most importantly, make time for Ponce—my hometown and one of the cultural hearts of Puerto Rico."

Date: 6/27

**Discover
Collective**

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

DISCOVER
Puerto Rico