

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

AUGUST 1ST – AUGUST 7TH, 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

1.3B+ IMPRESSIONS

EARNED MEDIA
VALUE (EMV)

\$26.02M+ EARNED MEDIA VALUE

Daily Mail

"The real impact is even greater, as this [estimate] doesn't account for independent rentals or other accommodation outside of these [hotel] packages,' Discover Puerto Rico's Vice President of Marketing, Glorianna Yamin, told the Daily Mail."

Date: 8/1

**BAD BUNNY'S
PUERTO RICO
RESIDENCY
MAKES SHOCK
IMPACT ON
ECONOMY**



**20 BEST
PLACES TO SEE
THE STARS
AND
RECONNECT
WITH NATURE**



GOOD HOUSEKEEPING

"Sociedad de Astronomía del Caribe (Astronomy Society of the Caribbean) regularly hosts stargazing nights at El Morro where they provide guests with telescopes and host other stargazing events."

Date: 8/2

TRAVEL+ LEISURE

"It's nearly impossible to pull me away from the culture and cuisine of sizzling San Juan, Puerto Rico, but if there's one place that can do it, it's Finca Victoria in nearby Vieques."

Date: 8/3

**I'VE STAYED AT
MORE THAN 50
HOTELS IN THE
CARIBBEAN—
THESE 12 KEEP
ME COMING
BACK AGAIN AND
AGAIN**



**6 THINGS TO
DO IN
PUERTO
RICO THAT
BRING BAD
BUNNY'S
MUSIC TO
LIFE**



The New York Times

"Plaza de los Salseros in Santurce's Villa Palmeras sector pays tribute to Puerto Rico's salsa icons, from Héctor Lavoe to Choco Orta, the first woman to be honored there, and celebrates the music that inspired Bad Bunny's "Baile Inolvidable," which The Times in June selected as one of the best songs of the year."

Date: 8/6

Condé Nast Traveler

"Today you'll find cool and creamy tembleque at local panaderías, in the homes of abuelas, and at holiday tables from Loíza to Ponce."

Date: 8/7

**50 STATES, 50
DESSERTS:
AMERICA'S
FAVORITE
SWEET TREATS**



**THE
CARIBBEAN'S
TOP SPOTS
FOR
STARGAZING
AND
NOCTOURISM**

TRAVELAGE WEST

"A number of after-dark activities are offered at Dorado Beach, A Ritz-Carlton Reserve in Puerto Rico — all part of the hotel's Ambassadors of the Environment program."

Date: 8/7