Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JULY 2025

EARNED MEDIA IMPRESSIONS **5.1B+ IMPRESSIONS**

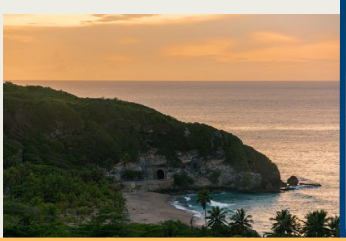
EARNED MEDIA VALUE **$101.3M+ EMV**

billboard

GOING TO BAD BUNNY'S RESIDENCY IN PUERTO RICO? HERE'S THE ULTIMATE TRAVEL GUIDE

"Now, if you're making a vacation out of your Bad Bunny concert experience, consider budget-friendly ideas such as walking the streets of Viejo San Juan or visiting historical sites like the Castillo San Felipe del Morro."

Date: 7/8

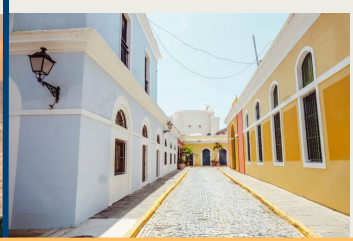


15 BEST WARM PLACES TO TRAVEL TO THIS WINTER

TRAVEL+ LEISURE

"If you want to combine some time under the sun with cultural enrichment, look no further than the capital city of Puerto Rico, which has both long stretches of white-sand beaches and historic attractions like the famous Castillo San Felipe del Morro fort."

Date: 7/11



The Washington Post

BAD BUNNY'S RESIDENCY TAKES ON PUERTO RICO'S BAD TOURISTS

"Discover Puerto Rico has adopted an educational approach on social media, highlighting areas beyond the metropolis, such as Cayey and Maricao, in hopes of attracting travelers who respect and contribute to the local economy rather than exploit it. 'We are dedicated to promoting people visiting us, not people moving,' said Davelyn Tardi, Public Relations Director."

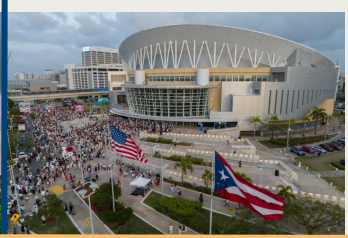
Date: 7/11

BAD BUNNY CONVIERTE A PUERTO RICO EN EL DESTINO DEL MOMENTO

USA TODAY

"De acuerdo con Discover Puerto Rico, la isla registró un aumento del 25% en la ocupación hotelera en el primer trimestre de 2025 y un crecimiento del 11% en ingresos por alojamiento comparado con el mismo periodo del año anterior."

Date: 7/20

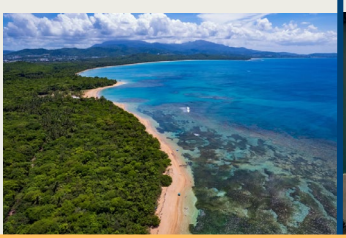


VOGUE

THE BEST BEACHES IN PUERTO RICO STILL FEEL LIKE A SECRET

"While there are countless destinations and activities to fill your travel itinerary with (from dancing at La Factoria to hiking in El Yunque National Forest), nothing quite compares to the best beaches in Puerto Rico."

Date: 7/27

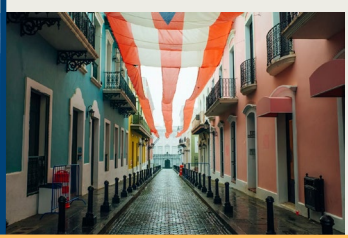


THE 9 BEST PLACES TO VISIT IN PUERTO RICO

lonely planet

"Puerto Rico is one of those destinations that just keeps on giving. On your first vacation to this Island nation, you'll likely make a beeline to the more popular spots and well-known monuments. But then comes the strong pull to return."

Date: 7/28



MMC

FOR ANY QUESTIONS, PLEASE CONTACT:
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DISCOVER Puerto Rico