

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

AUGUST 8th – AUGUST 14th, 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

518M+ IMPRESSIONS

EARNED MEDIA
VALUE (EMV)

\$10.3M+ EMV

BAZAAR

"The Caribbean island is a cultural hub that has gifted the world some of the greatest musicians, artists, athletes, and more over the years. It's also home to a diverse array of artisans, from jewelry makers to ceramicists to bakers."

Date: 8/8

THERE'S NO PLACE LIKE SAN JUAN: WHERE TO SHOP, SIP, AND DINE IN PUERTO RICO'S CAPITOL



THIS CITY WAS JUST NAMED THE NO. 1 LABOR DAY WEEKEND DESTINATION IN THE U.S. BY CHASE TRAVEL—AND IT'S FAMOUS FOR ITS BEACHES AND RAINFOREST



TRAVEL+LEISURE

"This year's top trending destinations have all the essentials for a final summer escape—sun-soaked beaches, island breezes, and plenty of warm weather. But they also promise something more: the chance to go beyond the resort and immerse yourself in rich culture, history, and local flavor."

Date: 8/8

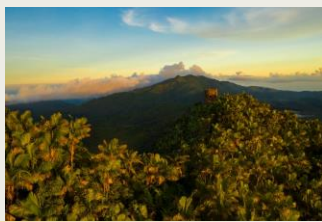
meetings

PEOPLE + PLACES TODAY

"Sustainability and responsible travel remain top of mind for Puerto Rico, too. Discover Puerto Rico has begun pulling together resources to help visitors keep a green mindset throughout their journey in the destination."

Date: 8/8

HOW GROUP TRAVEL TO THE CARIBBEAN IS EVOLVING



PUERTO RICO EMERGES AS THE CARIBBEAN'S TOP DESTINATION FOR CORPORATE CONGRESSES, CONVENTIONS, AND INCENTIVE TRAVEL, OFFERING A UNIQUE BLEND OF BUSINESS AND LEISURE



TTW

"Puerto Rico is emerging as a premier destination for corporate congresses, conventions, and incentive travel in the Caribbean, offering an exceptional blend of business efficiency, stunning natural landscapes, and world-class hospitality."

Date: 8/12

AAA Travel

"Whether you're planning a romantic escape or a family trip, Flamenco earns its reputation as one of the Caribbean's best beaches. If you're exploring more of the region, don't miss the chance to discover more beautiful beaches around Puerto Rico."

Date: 8/13

RELAX AT THE 10 BEST BEACHES IN THE WORLD ON YOUR NEXT VACATION



DISCOVER PUERTO RICO NAMES NEW CEO



TRAVELPULSE

BY NORTHSTAR

"After evaluating the profiles of more than 100 executives and interviewing over 20 candidates from Puerto Rico and abroad, the Board of Directors of Discover Puerto Rico (DMO) announced today the selection of executive Jorge L. Pérez as the new Chief Executive Officer (CEO) of the organization."

Date: 8/14