



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

AUGUST 15th – AUGUST 21st, 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

1.7B+ IMPRESSIONS

EARNED MEDIA
VALUE (EMV)

\$35.35M+ EMV

meetings

PEOPLE + PLACES TODAY

"Jorge's professional experience is comprehensive and impeccable," said Raúl Bustamante, chairman of the board of directors of Discover Puerto Rico, in a press release announcing the appointment."

Date: 8/15

DISCOVER PUERTO RICO NAMES NEW CEO



PUERTO RICO CASHES IN ON BAD BUNNY'S RESIDENCY AS FANS FLOCK TO THE ISLAND



"Nearly three dozen hotels are participating in Bad Bunny packages, which include the concert, and which have generated nearly \$200 million, according to Discover Puerto Rico, an organization that promotes the Island."

Date: 8/15

THE LATIN TIMES

"Popular tourist attractions, such as El Yunque tropical forest, Old San Juan, and local beaches have seen more traffic. Other, less-known landmarks, such as Cabo Rojo, the southernmost point of Puerto Rico, have also quickly made their way into tourists' must-see."

Date: 8/15

BAD BUNNY'S SUMMER RESIDENCY IS GENERATING HUNDREDS OF MILLIONS FOR PUERTO RICO'S ECONOMY



PIÑA COLADA COCKTAIL RECIPE



FOOD&WINE

"Three different Puerto Rican bartenders claim to have invented the drink; however it's Ramón "Monchito" Marrero who is most widely credited for its creation while bartending at the Beachcomber Bar inside the Caribe Hilton Hotel in the Old San Juan district."

Date: 8/15

BUSINESS INSIDER

"Located in Puerto Rico's Culebra Island, which is full of breathtaking beaches, Zoni Beach is a perfect travel destination if you're hoping to avoid big tourist crowds. The peaceful beach features turquoise water and is surrounded by Caribbean nature."

Date: 8/17

35 OF THE MOST BEAUTIFUL BEACHES ACROSS THE US



WHAT'S NEW IN MEETINGS & TRADE SHOWS: CONNECT MARKETPLACE HEADS TO MIAMI, NEW ACCESSIBILITY GUIDES FOR PLANNERS, DISCOVER PUERTO RICO'S NEW CEO, AND MORE



BIZBASH

EVENT PLANNING NEWS, IDEAS & RESOURCES

"Last week, the destination marketing organization for the island of Puerto Rico unveiled its new leader. Jorge L. Pérez has been named the new CEO, bringing his extensive experience in economic development and destination and event management."

Date: 8/19