



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

AUGUST 22nd – AUGUST 27th, 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

2.7B+ IMPRESSIONS

EARNED MEDIA
VALUE (EMV)

\$54.55M+ EMV

VOGUE

"Over the course of 10 weekends and 30 sold-out shows, people aren't just stunting outside San Juan's El Choli for Bad Bunny's 'No me quiero ir de aquí' residency this summer—they're helping boost Puerto Rico's economy, injecting what's conservatively estimated to be around \$200 million into the Island."

Date: 8/22

**HOW BAD
BUNNY'S
RESIDENCY IS
BOOSTING
PUERTO RICO'S
LOCAL FASHION
ECONOMY**



**HOTEL
RENOVATIONS
IN THE
CARIBBEAN
TO KEEP YOUR
EYE ON**



TRAVELPULSE
BY NORTHSTAR

"Fresh off a \$45 million transformation, La Concha Puerto Rico has officially joined Marriott's Autograph Collection. The highlight of the transformation is the redesigned Suite Tower, where the 238 guestrooms now feature modern, luxe interiors with sweeping ocean views."

Date: 8/23

Parade

"Maybe it's the wild horses roaming free or the sleepy beach town vibe, but Vieques feels like a wonderful little secret for anyone lucky enough to experience this captivating slice of paradise."

Date: 8/26

**9 US ISLAND
ESCAPES THAT
FEEL A WORLD
AWAY—NO
PASSPORT
REQUIRED**



**DISCOVER
PUERTO
RICO
CHOOSSES
NEW CEO**



prevue

"After considering more than 100 executives from Puerto Rico and abroad, Jorge L. Pérez, CVE, MBA, has been appointed Chief Executive Officer of Discover Puerto Rico."

Date: 8/26

DISCOVERWILDSOURCE

"Puerto Rico is home to not one, but three bioluminescent bays, each with its own personality and charm. Mosquito Bay on Vieques is the brightest, often dazzling visitors with its surreal intensity. Laguna Grande in Fajardo is famous for its winding canal surrounded by mangroves, making the experience feel like a journey into a secret world."

Date: 8/26

**THE
BIOLUMINESCENT
BAY IN
PUERTO RICO
IS ONE OF THE
BRIGHTEST ON
EARTH**



**AT BAD BUNNY'S
SOLD-OUT
PUERTO RICO
RESIDENCY,
BRANDS SCORE A
FRONT-ROW SEAT**



ADWEEK

"In addition to Discover Puerto Rico, which has leveraged the summer event by marketing other hotspots around the Island, brands including Ritz Crackers, Method, Vibee, Wendy's, and JetBlue are all capitalizing on the influx of concertgoers through fan giveaways and on-site experiences."

Date: 8/27