



Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

AUGUST 2025

EARNED MEDIA IMPRESSIONS

6.29B+ IMPRESSIONS

EARNED MEDIA VALUE

\$125.8M+ EMV

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

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



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



BAZAAR

An estimated 600,000 tourists are expected to visit the island in the coming weeks for Bad Bunny's historic residency at El Coliseo de Puerto Rico... Along with our own curated picks, we feature haunts recommended by San Juan locals."

Date: 8/8

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: 8/18

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



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



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

ADWEEK

"...Live Nation-owned travel platform Vibee sold curated vacation packages for the residency, which are expected to generate nearly \$200 million in economic impact, per Discover Puerto Rico, the island's official tourism marketing organization."

Date: 8/27

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



EVERYONE GOES TO THE CARIBBEAN IN DECEMBER. THAT'S WHY YOU SHOULD GO NOW.



THE WALL STREET JOURNAL.

"Another shoulder-season draw for adventure-seekers: Puerto Rico's three bioluminescent bays, where microscopic organisms make the water glow electric-blue."

Date: 8/29