

His appointment comes at a moment of strong tourism momentum for Puerto Rico, with record-breaking arrivals and

Coverage Snapshot

PUBLIC RELATIONS & EARNED MEDIA

SEPTEMBER 19th – SEPTEMBER 25th, 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

1.7B+ IMPRESSIONS

EARNED MEDIA
VALUE (EMV)

\$34.2M+ EMV

L'OFFICIEL

"Performing against a highly realistic mountain-inspired backdrop that represented the Cordillera Central of Puerto Rico, their outfits were more than just costumes, they were a medium for storytelling and cultural expression that immersed the viewers in the heart of the island."

Date: 9/22

HOW PUERTO RICO SHAPED THE FASHION AT BAD BUNNY'S HISTORIC RESIDENCY



BAD BUNNY'S 31-DATE PUERTO RICO RESIDENCY WAS A LOVE LETTER TO THE ISLAND AND ITS PEOPLE



USA
TODAY

"With an estimated 600,000 attendees over the course of the residency, Bad Bunny was able to share his island with the world as Puerto Rico tourism touted major wins."

Date: 9/22

CJ Caribbean Journal

"His appointment comes at a moment of strong tourism momentum for Puerto Rico, with record-breaking arrivals and an expanded global profile."

Date: 9/23

DISCOVER PUERTO RICO HAS A NEW CEO



PUERTO RICO INTRODUCES NEW TOOL TO HELP VISITORS TRAVEL RESPONSIBLY



Wanderlust

"The Green Path is a microsite designed to make it easier for travelers to visit Puerto Rico more responsibly, highlighting projects and businesses that work to preserve the archipelago, rather than exploit it."

Date: 9/23

BUSINESS INSIDER

"We spent our days exploring Old San Juan, and each night, we chose a new restaurant to visit, which we wouldn't have done if we stayed at a large, all-inclusive resort."

Date: 9/24

I'VE BEEN TO 20 CARIBBEAN ISLANDS. HERE ARE 7 MISTAKES FIRST-TIME VISITORS SHOULD AVOID MAKING



SAN JUAN TRAVEL GUIDE: WHERE TO EAT, STAY, AND EXPLORE



"Whether you want to explore San Juan's live music scene, hit up some Benito-approved spots, or learn more about the island's connections to salsa, bomba, and more, we've got you covered with this music lover's guide to San Juan and beyond."

Date: 9/24