



Coverage Snapshot

PUBLIC RELATIONS & EARNED MEDIA

SEPTEMBER 12th – SEPTEMBER 18th, 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

1.8B+ IMPRESSIONS

EARNED MEDIA
VALUE (EMV)

\$36M+ EMV



HOW BAD BUNNY MADE PUERTO RICO'S ECONOMY BOOM DURING HURRICANE SEASON

"Over the past three months, Bad Bunny has drawn an estimated \$200 million into the economy so far, according to local economists, and Pérez expects that after the residency ends on September 14, the final tally will be far higher."

Date: 9/12



HOW MANY CARIBBEAN ISLANDS CAN AMERICANS VISIT WITHOUT A PASSPORT?



Islands

"Puerto Rico is the ultimate holiday destination to escape cold temperatures, and people particularly love the historic Old San Juan, lush rainforests like El Yunque, and beautiful beaches."

Date: 9/14

Forbes

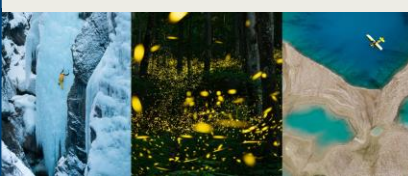
PUERTO RICO'S OLDEST RUM DISTILLERY, RON DEL BARRILITO, BETS ON ITS HISTORY AND WINS BIG

"To visit Hacienda Santa Ana is to witness firsthand how Ron del Barrilito has married past and present so seamlessly. On a recent visit to Puerto Rico, I stuck around for the full experience, starting with a historical tour through the storied hacienda house where the Fernández family once lived."

Date: 9/14



TRACK WOLVES, DIVE SHIPWRECKS, HUNT FOR TRUFFLES: 52 EPIC ADVENTURES IN EVERY STATE



AFAR

"The warm, wildlife-filled waters around Puerto Rico are a snorkelers' playground, where it's possible to swim leisurely with sea turtles, manatees, and manta rays."

Date: 9/16

ASSOULINE

WHERE HISTORY MEETS THE SEA: EXPLORING SAN JUAN

"Beyond these sensory delights, the city's visual landscape tells an equally captivating story. Old San Juan's narrow roads reveal a chapter of the city's story, and just by looking at the architecture you can learn about Puerto Rico's rich history."

Date: 9/16



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



BEACH

"In San Juan, it feels like everything is within 20 minutes of the airport. That includes relaxing beaches, bustling cobblestone streets in Old San Juan, and Puerto Rican restaurants tucked everywhere you turn."

Date: 9/16