

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 20th – JUNE 26th, 2025

EARNED MEDIA PLACEMENT
HIGHLIGHTS

978.13M+ IMPRESSIONS

EARNED MEDIA
VALUE

\$19.56M+ EARNED MEDIA VALUE



THE EVERYGIRL

"A little closer to home, San Juan, Puerto Rico, has also seen a jump in flight searches as of late, underlining the trend toward affordable, low-hassle summer travel. Since Puerto Rico is a U.S. territory, you won't have to worry about a passport, foreign currency, or an international phone plan when you hop off your short flight."

Date: 6/20

THESE ARE THE
TOP TRENDING
TRAVEL
DESTINATIONS FOR
SUMMER 2025,
ACCORDING TO
EXPERTS



WHY PUERTO
RICO
SHOULD BE
YOUR NEXT
FOOD
DESTINATION



NATIONAL
GEOGRAPHIC

"More than 500 years of complex history shines through in Puerto Rico's cuisine — a dynamic mix of Spanish, African and Indigenous culinary traditions. Many of Puerto Rico's most famous dishes focus on hearty starches, like plantain and yuca, infused with the herby flavours of the island's favourite condiment, sofrito."

Date: 6/23

Islands

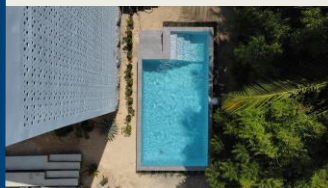
"When it comes to what's actually in that rum drink, though, one Caribbean island in particular has more at stake than others. Puerto Rico — possibly the ultimate holiday destination to escape cold temperatures — is also considered the "Rum Capital of the World." And it has a tasty rum trail to prove it."

Date: 6/24

THE 'RUM CAPITAL OF
THE WORLD' IS AN
OUTRAGEOUSLY
GORGEOUS
CARIBBEAN ISLAND
WITH A TASTY
LIQUOR TRAIL



REVIEW: CASA
BAJURA BED
AND
BREAKFAST



Condé Nast
Traveler

"For a colorful and breezy getaway to the less-visited western region of Isabela. With a no-frills feel, this sandy and bright B&B is walkable to a quiet beach for surf and play. A stay here feels like a vibrant and warm welcome to fresh flavors and a whole lot of local love."

Date: 6/24



tripcanvas
POWERED BY AAA TRAVEL

"Puerto Rico is a lush tropical island packed with opportunities for outdoor adventure. From natural water slides to scenic horseback riding experiences and great beaches, there are diversions enough in Puerto Rico to keep you busy for weeks."

Date: 6/25

15 UNIQUE
THINGS TO DO
IN PUERTO
RICO FOR
CULTURE AND
THRILLS



HIT A VACATION
HOME RUN:
EXPLORE PUERTO
RICO AT DODGER
KIKE
HERNÁNDEZ'S
FAVORITE SPOTS



"To me, music means the world. Being Puerto Rican, I feel like you have music in your blood, regardless of your background. Our culture is music. Puerto Rico might be small in size, but it's had a massive impact on music around the world. It's had a lot of influence on a lot of different genres."

Date: 6/25

Discover
Collective

FOR ANY QUESTIONS, PLEASE CONTACT:
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DISCOVER
Puerto Rico