

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JUNE 13th – JUNE 19th, 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

2.05B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$41.09M+ EARNED MEDIA VALUE

HUFFPOST

"This 'makes it both accessible and cost-effective,' said Davelyn Tardi, director of public relations at Discover Puerto Rico. 'Puerto Rico also has direct flights from several major U.S. cities, including New York, Miami, Atlanta, Dallas, and Chicago, making it easy to reach.'"

Date: 6/13

THE 7 BEST PLACES TO TRAVEL THIS SUMMER, ACCORDING TO AN EXPERT



BAD BUNNY'S RESIDENCY IS SUPERCHARGING PUERTO RICO'S TOURISM. WHAT HAPPENS NOW?



USA TODAY

"We are making sure that we're educating those visitors; first, so they behave as they should, but also so they're intrigued about our culture, our music, our history, our gastronomy... things Bad Bunny touches on in his album and already has momentum with," Yamin said."

Date: 6/17

THE KNOCKTURNAL

"Presented by Discover Puerto Rico, the experience celebrated the spirited intersection of cultures between Puerto Rico's colorful heritage and the artistic, graffiti-coated energy of the Lower East Side."

Date: 6/17

FROM SAN JUAN TO THE LES: LA FACTORIA LIGHTS UP NYC



IT'S EASY TO TRADE TIKTOK FOR OFFLINE TEEN THRILLS IN PUERTO RICO



msn

"Teens can view family time as a form of torture. But leave that vibe at home and plan a vacation together, full of thrills and memories to last a lifetime.... It is one of the summer's top destinations that's still surprisingly affordable, so see what a trip to Puerto Rico could look like."

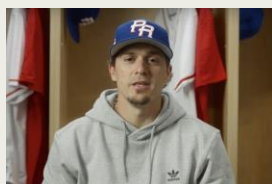
Date: 6/18

SportsTravel

"Discover Puerto Rico has released a video campaign starring Los Angeles Dodger and Puerto Rican Kike Hernández, celebrating the Island's musical and sports culture while promoting conscious travel as World Music Day approaches."

Date: 6/18

DODGERS' KIKE HERNÁNDEZ JOINS DISCOVER PUERTO RICO TO CHAMPION TRAVEL THROUGH SPORTS



TRAVEL: HERE ARE 6 LESS-VISITED CRUISE PORTS THAT ARE WORTH CALLING ON



THE ORANGE COUNTY REGISTER

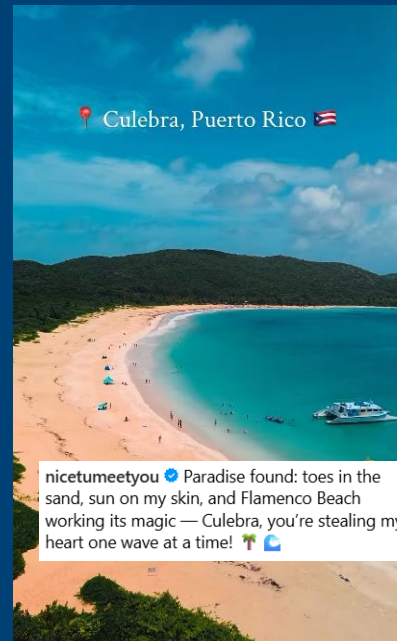
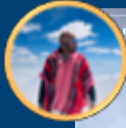
"Just seven miles off the Puerto Rican mainland is this island jewel in the Spanish Virgin Islands [Vieques], perhaps best known for its bioluminescent bay, secluded beaches with undeveloped coves and rich wildlife."

Date: 6/18

lisamowry Is this one of the most glamorous restaurants in the world? I say yes yes yes 💙
What a treat to have dinner at @levantsanjuan, a floating, seashell-shaped restaurant that's been a design icon since 1958 in the @laconcharesort.



lisamowry Buenos Dias from Ponce, Puerto Rico!
This southern town in the south has a rich architectural history—despite hardship from hurricanes—showing off Spanish Revival and Creole styles, Neoclassical homes, and some new twists. And talk about a room with a view! Loved watching life unfold on the Plaza from the historic @ponceplazahotel. Thanks to @islacaribepr for the fantastic tour.
@discoverpuertorico #liveboricua



Discover
Collective

FOR ANY QUESTIONS, PLEASE CONTACT:
DISCOVERPRCOLLECTIVECORE@HSCOMMUNICATIONS.COM

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Puerto Rico
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