



# Coverage Snapshot

**PUBLIC RELATIONS, EARNED & SOCIAL MEDIA**

JUNE 27<sup>th</sup> – JULY 10<sup>th</sup>, 2025

**EARNED MEDIA PLACEMENT HIGHLIGHTS**

**3.59B+ IMPRESSIONS**

**EARNED MEDIA VALUE**

**\$71.93M+ EARNED MEDIA VALUE**



## BAD BUNNY FANS WON'T WANT TO LEAVE PUERTO RICO AFTER VISITING THESE 17 PLACES

*"There's so much more to explore while you're here," said Davelyn Tardi, director of Public Relations at Discover Puerto Rico. "Enjoy the vibrant energy and nightlife of San Juan, take in the laid-back charm and beautiful sunsets of Rincón, or unwind on the stunning beaches of Culebra—especially Flamenco Beach, which is often ranked among the best in the world. And most importantly, make time for Ponce—my hometown and one of the cultural hearts of Puerto Rico."*



Date: 6/27

## 34 BEST GIRLS-TRIP DESTINATIONS AND IDEAS



*"Hungry for a tropical getaway but not all your ladies got their passports renewed in time? Trust us, we've been there. Luckily, one of the best destinations in the Caribbean is a US territory."*



Date: 6/27



## HOW NEW COLLABORATIONS ARE SHAPING CARIBBEAN TOURISM IN 2025

*"In May, Discover Puerto Rico launched a partnership with wellness and meditation app Calm to offer immersive audio experiences designed to reduce stress and inspire travel by evoking the destination's multisensory elements. Timed with Mental Health Awareness Month in May, the "Immersive Calm Starts Here" initiative will continue through 2026."*



Date: 7/3

## LOCAL NIGHTLIFE IN PUERTO RICO TO CHECK OUT DURING BAD BUNNY RESIDENCY



*"So whether you're a local looking to vibe with the crowd or a visitor hoping to experience la verdadera rumba boricua, here are some of the must-visit nightlife spots in Puerto Rico during El Conejo Malo's takeover."*



Date: 7/8



## GOING TO BAD BUNNY'S RESIDENCY IN PUERTO RICO? HERE'S THE ULTIMATE TRAVEL GUIDE

*"Now, if you're making a vacation out of your Bad Bunny concert experience, consider budget-friendly ideas such as walking the streets of Viejo San Juan or visiting historical sites like the Castillo San Felipe del Morro."*



Date: 7/8

## HEADING TO PUERTO RICO FOR THE BAD BUNNY RESIDENCY? ADD THESE SPOTS TO YOUR ITINERARY



*"But come August and September, the concerts open up to all us regular shmegulars outside of the island. And according to Google Flights, San Juan is the top destination people in the U.S. are searching for travel this summer, so it seems like stateside fans are flying in."*



Date: 7/9



FOR ANY QUESTIONS, PLEASE CONTACT:  
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