

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JULY 11th – JULY 17th, 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

1.19B+ IMPRESSIONS

EARNED MEDIA
VALUE (EMV)

\$23.41M+ EARNED MEDIA VALUE

The Washington Post

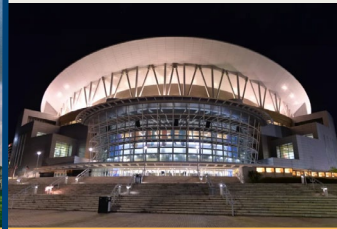
"Discover Puerto Rico has adopted an educational approach on social media, highlighting areas beyond the metropolis, such as Cayey and Maricao, in hopes of attracting travelers who respect and contribute to the local economy rather than exploit it. 'We are dedicated to promoting people visiting us, not people moving,' said Davelyn Tardi, public relations director."

Date: 7/11

BAD BUNNY'S RESIDENCY TAKES ON PUERTO RICO'S BAD TOURISTS



PUERTO RICO GETS ITS OWN 'TAYLOR SWIFT EFFECT' — THANKS TO BAD BUNNY



Skift.

"As soon as the residency was announced, we saw an immense increase in searches of Puerto Rico in the tourist sector," said Glorianna Yamin, vice president of marketing for Discover Puerto Rico."

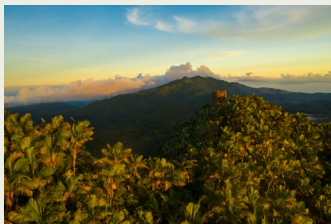
Date: 7/11

travelmarket Voice of the Travel Advisor report

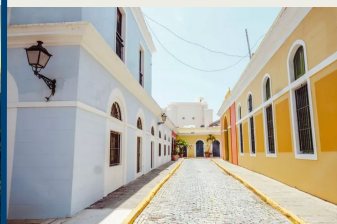
"The DMO has conducted resonance studies to determine which figures are 'synonymous with Puerto Rico itself, identifying potential spokespeople through recognition and brand alignment,' [Glorianna] Yamin said."

Date: 7/11

PUERTO RICAN CELEBRITIES HELP DMO PROMOTE SUSTAINABLE TRAVEL



15 BEST WARM PLACES TO TRAVEL TO THIS WINTER



TRAVEL+LEISURE

"If you want to combine some time under the sun with cultural enrichment, look no further than the capital city of Puerto Rico, which has both long stretches of white-sand beaches and historic attractions like the famous Castillo San Felipe del Morro fort."

Date: 7/11

Tripadvisor

"Americans may not need a passport to visit Puerto Rico, but this sunny U.S. territory in the Caribbean offers experiences you can't find anywhere else. I've been a fan since my first vacation there more than 25 years ago—and I keep returning."

Date: 7/14

10 UNIQUE EXPERIENCES YOU CAN ONLY HAVE IN PUERTO RICO



52 PLACES TO TRAVEL IN THE U.S. THIS YEAR



AFAR

"Located just south of beachfront Condado, Santurce is an edgy, art-filled barrio that is sometimes overlooked by visitors who stick to the tourist-friendly, colonial confines of Old San Juan. Once home to numerous salsa record labels, Calle Cerra has transformed into a nightlife and street art corridor filled with murals from the annual Santurce Es Ley festival."

Date: 7/14