



Coverage Snapshot

PUBLIC RELATIONS & EARNED MEDIA

SEPTEMBER 26th – OCTOBER 2nd, 2025

EARNED MEDIA
PLACEMENT HIGHLIGHTS

1.6B+ IMPRESSIONS

EARNED MEDIA
VALUE (EMV)

\$33.7M+ EMV

TRAVEL+ LEISURE

"According to Yamín, the 'Live Boricua' campaign—DPR's effort to spotlight authentic Puerto Rican culture—helped shape itineraries like the "3-Day Puerto Rico Itinerary for Concertgoers & Music Lovers" and "10 Things to Do in Puerto Rico When Visiting for a Concert"."

Date: 9/26

BAD BUNNY'S SAN JUAN RESIDENCY IS CHANGING HOW TRAVELERS EXPERIENCE PUERTO RICO—AND IT'S A BLUEPRINT FOR RESPONSIBLE TOURISM



28 BEST RESTAURANTS IN PUERTO RICO, FROM SAN JUAN TO RINCÓN



Condé Nast Traveler

"Long known for its beautiful beaches, breathtaking rainforest, and historic monuments, Puerto Rico now has a culinary scene that continues to heat up like a lechón roasted over an open flame."

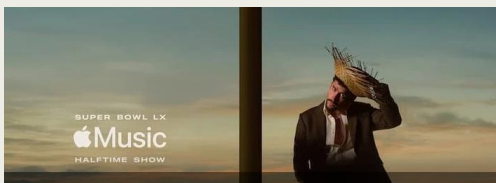
Date: 9/29

recommend helping travel advisors sell travel

"Having a global music icon from Puerto Rico headline one of the world's largest televised events is more than a cultural milestone, it is a global stage for our Island," said Jorge L. Perez, CEO of Discover Puerto Rico."

Date: 9/29

'VE Y DILE A TU ABUELA': BAD BUNNY'S HEADED TO THE SUPER BOWL



ONE OF THE SAFEST CARIBBEAN DESTINATIONS FOR LGBTQ+ TRAVELERS IS A GORGEOUS ISLAND WITH FRIENDLY LOCALS



Islands

"Puerto Rico has been ranked among the most welcoming LGBTQ-friendly islands, offering travelers an inclusive escape with friendly locals, tropical views, and sun-soaked beaches."

Date: 9/29

GLAMOUR

"Its capital, San Juan, is also one of our favorite cities for couples due to its mix of beautiful historic buildings, and many charming, intimate restaurants."

Date: 9/30

29 COUPLE-APPROVED TRIPS FOR YOUR NEXT ROMANTIC GETAWAY



WHERE TO CELEBRATE THE HOLIDAYS IN THE CARIBBEAN



TRAVELAGE WEST

"Celebrations begin just after Thanksgiving in Puerto Rico, for example, and stretch until January, with events including Three Kings Day on Jan. 6, 2026, and the San Sebastian Street festival in San Juan on the third weekend in January. Parrandas (Christmas caroling) and traditional cuisine are among the season's pleasures"

Date: 10/2