



# Coverage Snapshot

**PUBLIC RELATIONS & EARNED MEDIA**

OCTOBER 10<sup>th</sup> – OCTOBER 16<sup>th</sup>, 2025

**EARNED MEDIA  
PLACEMENT HIGHLIGHTS**

**1.3B+ IMPRESSIONS**

**EARNED MEDIA  
VALUE (EMV)**

**\$27.6M+ EMV**

## TRAVELAGE WEST

*"Puerto Rico has a vibrant LGBTQ+ culture that is not only visible but celebrated," said José Arana, group marketing director for Discover Puerto Rico.*



Date: 10/11

**HOW THE  
CARIBBEAN  
IS BECOMING  
MORE  
WELCOMING  
TO LGBTQ+  
TRAVELERS**

**13 BEST  
BACHELORETTE  
PARTY  
DESTINATIONS  
FOR EVERY TYPE  
OF BRIDE**



Date: 10/11

## VOGUE

*"San Juan is the perfect backdrop for a low-key but lively bachelorette bash. Explore historic landmarks, savor local flavors, and salsa dance the night away."*

## Caribbean Journal

*"This is what makes Puerto Rico different from almost anywhere else in the Caribbean. You can go from a polished Condado terrace to a Vieques hammock in a single afternoon. You can wake up to old city bells, or to nothing but waves and trade winds."*

Date: 10/12

**20 MUST-STAY  
RESORTS IN  
PUERTO RICO  
FOR THE  
ULTIMATE  
BORICUA  
VACATION**



**PUERTO RICO  
USHERS IN A  
BOLD NEW ERA  
FOR MEETINGS  
AND EVENTS**



Date: 10/13

## MEETING SPOTLIGHT

*"Puerto Rico is not just a destination—it's a catalyst for unforgettable experiences and meaningful connections for travelers from around the world," said Jorge L. Pérez, CEO of Discover Puerto Rico. 'This year's extraordinary success, including the global spotlight from the Bad Bunny residency, has propelled Puerto Rico as a rising star on the world stage.'"*

## CMW CONFERENCE & MEETINGS WORLD

*"The island recorded \$164.7m in economic impact from business events, a 16% year-on-year increase. Between July 2024 and June 2025, it secured 257,496 room nights. Forty-three citywide events are in the pipeline, worth an estimated \$166m."*

Date: 10/14

**PUERTO RICO  
ANNOUNCES  
RECORD EVENTS  
GROWTH AT IMEX  
AMERICA**



**THE 13 TOP  
THINGS TO  
DO IN  
PUERTO RICO**



Date: 10/15

## lonely planet

*"Plenty of people come to Puerto Rico for the outdoor adventures – hiking, ziplining, surfing – but stay for the rich heritage, culture and amazing Caribbean nightlife amid a thriving mix of bars and restaurants."*