

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

SEPTEMBER 2025

EARNED MEDIA IMPRESSIONS

6.30B+ IMPRESSIONS

EARNED MEDIA VALUE

\$126.1M+ EMV

Forbes

"With 75 years of history there are plenty of stories to be told of the Caribe Hilton, but perhaps none cements its status as a cultural icon more than its claims to fame as the original home of the piña colada. The now world-famous cocktail was first crafted behind Caribe Hilton's beloved Caribar in 1954 by bartender Ramon "Monchito" Marrero."

Date: 9/5

THIS SEASIDE RESORT IS PUERTO RICO'S ORIGINAL CULTURAL ICON, NOW 75 YEARS IN THE MAKING



HOW BAD BUNNY MADE PUERTO RICO'S ECONOMY BOOM DURING HURRICANE SEASON



Date: 9/12



"Over the past three months, Bad Bunny has drawn an estimated \$200 million into the economy so far, according to local economists, and Pérez expects that after the residency ends on September 14, the final tally will be far higher."

Date: 9/12

ASSOULINE

"San Juan welcomes visitors with salsa, bomba, and reggaeton rhythms spilling from sun-filled plazas and hidden neighborhood cafés, while aromas of mofongo, pasteles, and sofrito escape generations-old kitchens and busy mercados."

Date: 9/16

WHERE HISTORY MEETS THE SEA: EXPLORING SAN JUAN



BAD BUNNY'S SAN JUAN: A MUSIC LOVER'S GUIDE TO THE CITY



Date: 9/24



"If you're a fan of Bad Bunny — or Puerto Rican music in general — and you missed his residency, you're probably experiencing some significant FOMO. I know I am. But here's the thing: Puerto Rico, fondly known as La Isla del Encanto, is always worth visiting..."

Date: 9/24

TRAVEL+LEISURE

"Over the past decade, Puerto Rican megastar Bad Bunny has emerged as one of the island's most outspoken cultural ambassadors. While he's broken global records and helped push Latin pop music into the mainstream, he's also made it his mission to preserve and promote Puerto Rico's cultural legacy."

Date: 9/27

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



Date: 9/29



"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