

# MARGARITA SEASON COVERAGE RECAP



*The go-to brands for beach getaways and tequila launch the first-ever Margarita Season—six months of sizzling travel deals, must-try margarita recipes, and the Ultimate Tequila Lover’s Trip*

# TRIP OVERVIEW

As part of its 25th birthday celebrations, **CheapCaribbean** partnered with **Cuervo** — the world’s #1 tequila brand — to launch the first ever “Margarita Season” with a standout press trip to **RIU Palace Pacifico** in Puerto Vallarta and Hotel Solar de Áminas in Tequila on July 9–12, 2025. This high level brand collaboration exemplified the power of strategic partnership with no partnership fee, uniting two iconic names in travel and spirits to deliver an unforgettable experience for seven top-tier media.

This partnership and subsequent press trip promoted the **The Ultimate Tequila Lover’s Trip** consumer bookable package along with Margarita Season programming such as travel deals and exclusive recipes. Experiences included the following:

- **Tequila:** Visit to La Fábrica La Rojeña, behind-the-scenes distillery tour of Cuervo facilities, a Cuervo Tradicional Tasting, a scenic Agave Fields Tour and Lunch and the chance to plant Agave.
- **Puerto Vallarta:** Exclusive welcome with Cuervo Margaritas, Elite Club Accomodations, Margarita Masterclass, “Margarita Season Beach Party” and Farewell Dinner

The success of this activation underscores the value of creative brand alignment and sets the stage for continued partnership momentum through consumer-facing offers, bookable experiences, and on-brand content.

Attending media included:



Ronny Maye,  
Forbes



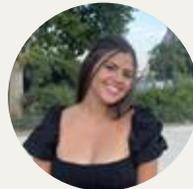
Roshae Hemmings,  
Freelance



Gracie Farquhar, Social  
Media Strategist, Bustle



Claire Ateku, Social  
Producer, Refinery29



Olivia Bria,  
Men’s Journal



Renee Askew  
@ownbyfemme



Rachel Carlisle,  
@rachelmadisoncarlisle



BY THE NUMBERS

**681** Total Pieces of Coverage

**673** Media Articles

**7** In-Feed Posts

**12** Stories

**247,578,385**

Impressions

**\$4,992,683.05**

Ad Value



[@cheapcaribbean](#) and  
[@josecuervotequila](#)  
showing us the world 🌍



Cuervo x CheapCaribbean Launch 'Ultimate Margarita Season'



Ultimate Margarita Season has been CheapCaribbean, marking a collaboration with Cuervo, marking a collaboration with Cuervo, marking a collaboration with Cuervo...

The initiative features limited-time... the Ultimate Tequila Lover's Trip... of tequila's heritage, production, and spirit beyond the cocktail.

Set against the backdrop of Mexico's... integral part of a broader lifestyle and relaxation and discovery through a...



Sip, Savor, and Sunbathe: Celebrate Margarita Season with CheapCaribbean and Cuervo®

CheapCaribbean & Cuervo® launch Margarita Season—six months of sun, cocktails, and VIP travel deals leading to the ultimate tequila lover's getaway in Mexico.



If your ideal vacation includes sun-drenched beaches, the perfect margarita in hand, and a little adventure with your relaxation—get ready, because Margarita Season is officially here!

CheapCaribbean Vacations has partnered with the legendary tequila makers at Cuervo® to launch the first-ever **Margarita Season**, a six-month celebration of beach getaways, handcrafted cocktails, and unforgettable experiences. Running from **May through October 2025**, this campaign brings together the best of both worlds: epic travel deals and authentic margarita culture.

This isn't just a partnership—it's a celebration of travel, taste, and tradition. Cuervo, the world's top tequila brand and the original creator of the margarita, brings centuries of heritage to the table. Pair that with CheapCaribbean's commitment to curating "woohoo moments," and you have an experience unlike any other.



National Tequila Day: Deals plus why more women are taking a shot at the industry

Tequila has hit new sales records across the U.S. More women are getting involved in the production of the spirit, made from the Mexican blue agave plant. And tequila lovers are spending more to sip.

National Tequila Day deals

Need a reason for a tequila tasting? Here are some specials for National Tequila Day on Thursday, July 24. Remember to check the social media accounts of your favorite local restaurants and bars for more deals.

- **Cuervo and CheapCaribbean Vacations:** You could win the Ultimate Tequila Lover's Trip – a trip for two to visit Fábrica La Rojeña, the world's oldest tequila distillery, and vacation at Riu Palace Pacifico in Puerto...



On Your Marg, Get Set, Go: 12 National Tequila Day Deals

Raise a glass (or two) to one of our favorite days of the year.

Whether you prefer your tequila on the rocks or mixed into margarita, we can all agree that the popular alcoholic beverage is quite the punch.

On Thursday, July 24, National Tequila Day gives tequila fans a chance to celebrate their drink of choice with some beverage freebies.

Before you head out to raise a glass, make sure to review our list of discounts below.

Cuervo

Tequila brand Cuervo and CheapCaribbean Vacations are giving away a "Tequila Lover's Trip" for one winner and their plus one. The trip includes round trip airfare, accommodations in Puerto Vallarta and a distillery experience in Latin America.

The giveaway ends on Aug. 22 and the trip can be redeemed for the following travel dates: Oct. 8 — 11, 2025 or Oct. 9 — 12, 2025.



BY TOWN

CheapCaribbean, Jose Cuervo collaborate on tequila-focused trip this October

By Roxhane Hemmings



CheapCaribbean and Jose Cuervo are teaming up to bring guests the ultimate tequila-lover's trip this October. CheapCaribbean

After another sweltering summer, fall is fast approaching. Hot and humid climates will soon be replaced by cool and crisp temps. Halloween paraphernalia will line department store shelves and the smell of pumpkin spice has already begun to perfume the air. But before you trade in your swimsuits for sweaters, CheapCaribbean Vacations — alongside the world's first tequila brand, Jose Cuervo — is closing out the summer with an ode to the beloved margarita during the Ultimate Tequila Lover's Trip this October.

The trip is the culmination of what CheapCaribbean and Cuervo deemed "Margarita Season," which started in May and ends in October. Together, the brands are offering guests an immersive look at the tequila production process with a day trip to Fábrica La Rojeña in Tequila, Mexico, the oldest distillery in Latin America and a UNESCO World Heritage site.

"At CheapCaribbean, we're all about creating unforgettable, one-of-a-kind beach experiences—and this partnership with Cuervo elevates that mission in an exciting new way," said Dana Studebaker, Vice President of Marketing, Consumer Brand at CheapCaribbean Vacations. "With a VIP excursion to the birthplace of tequila, we're offering travelers the perfect blend of relaxation, adventure, and cultural discovery —truly a next-level vacation experience."

## SOCIAL HIGHLIGHTS



**r29somos** Edited • 7w

We just got back from the ultimate margarita-season getaway & of course, it was in Tequila, Mexico. 🇲🇽🍹

From planting agave in the fields (I'm a mommy [#mamacita](#)) to sipping Cuervo straight from the source, we took advantage of laying out & learning the history of one of Mexico's most important spirits.

Whether you're looking for a budget-friendly girls trip or a unique way to celebrate [#NationalTequilaDay](#), this immersive experience with [@josecuervotequila](#) x [@cheapcaribbean](#) will get you right from the views to the vibes to the education of it all.

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# SOCIAL HIGHLIGHTS



The Ultimate Way To Celebrate Margarita Season 🍹🌴

It's Margarita Season... y'all.



**bustle**  
Bustle · 7-31

Follow

Margs in Mexico? Say less. From the agave fields of Tequila to the beaches of Puerto Vallarta, watch how Bustle's Senior Social Media Strategist [@graciefarquhar](#) kicked off Margarita Season. [@CheapCaribbean](#)

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## SOCIAL HIGHLIGHTS



**ownbyfemme** ✓ 7w

What a weekend with [@josecuervotequila](#) & [@cheapcaribbean](#) in Tequila, Mexico to celebrate Margarita Season! This is my second time here and as a margarita lover, I absolutely LIVED MY BEST LIFE!!!! 🥂🍷

Night one was a hoot! Stay tuned for all the shenanigans, and if you didn't know Tequila Mexico was a thing, WELL NOW YOU DO!!

[#TravelVlog](#) [#JoseCuervo](#)  
[#VisitTequilaMexico](#) [#VisitMexico](#)  
[#blackgirlstraveltoo](#) [#PassportHeavy](#)  
[#matadornetwork](#) [#MargaritaSeason](#)

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## SOCIAL HIGHLIGHTS



**rachelmadisoncarlisle** 8w

"Do what you love and you'll never work a day in your life" THE BEST TIME WITH  
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[@riuhotels](#)

[#influencer](#) [#brandtrip](#) [#travel](#) [#mexico](#)

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# Outstanding Comments



Haley Brynn  
HOW FREAKIN NEAT! 🤩



jk  
Beautiful resort!



DoveLikeTheBird  
Omggggg fun!!!!



koolaidman.alright 6w  
Looks so fun



david.quarlesiv 7w  
A dreaaaam! ✨👏✨



emilyyy  
a DREAM



heygorjess 7w  
Looks like an amazingggg time 🥰



Nate Bratko  
That looks amazing



zameena 7w  
Count me innnnn



Clarice  
Omg this looks like the absolute DREAM 💕