



Discover Puerto Rico Wraps Record-Breaking Tourism Year with Two Major “First-ever” Moments to Welcome 2022

Destination showcased on ABC’s “Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest,” which won the #1 entertainment telecast of the entire season, and CNN’s “New Year’s Live” featuring Anderson Cooper and Andy Cohen

San Juan, Puerto Rico, January 5, 2022 - [Discover Puerto Rico](#), the Islands’ Destination Marketing Organization, shares results from two major “first-ever” moments for Puerto Rico during New Year’s Eve, which elevated Puerto Rico on a global scale unlike ever before further positioning the Island as a must-visit destination in 2022. This builds on the tourism records set in 2021, including a staggering 4.3 million travelers who visited the Island, a 12 percent increase from 2015 records; surpassing 2019 records with six straight months of record arrivals and lodging revenue surpassing \$1 billion for the first time in the Island’s history. Puerto Rico as part of these global broadcasts catapults awareness and consideration for the Island, keeping Puerto Rico top of mind as future travelers think about their 2022 plans.

ABC’s Dick Clark’s New Year’s Rockin’ Eve

Ratings reported by third-party measurement firm, Nielsen, for “Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest 2022” shows it won No. 1 program in primetime and No. 1 entertainment telecast for the season. The show added Puerto Rico as its newest countdown destination, elevating the Island alongside New York City, New Orleans, and Los Angeles as the location of its first-ever Atlantic time zone and inaugural Spanish-language countdown and won all six half-hours of New Year’s Eve primetime against all competing shows.

- Airing from 8-10 p.m. EST, ABC’s “Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest 2022 – primetime Part 1” was the No. 1 program in the 2-hour time slot with 5.8 million total viewers, beating competing programming on CBS and NBC by triple digits. This portion of the show included seven hits featuring Puerto Rico, including the introduction of Puerto Rico by host Ryan Seacrest, various call outs of Puerto Rico by other celebrity hosts, [the introduction of co-host and Island native Roselyn Sanchez live from Distrito T-Mobile](#) and a [stunning tourism video](#) of Puerto Rico narrated by Roselyn Sanchez showcasing Puerto Rico’s sights and sounds, shot by Discover Puerto Rico, including entertainment, nightlife, culture, music, and cuisine.
- Airing during the final hour of primetime from 10-11 p.m. EST, ABC’s “Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest 2022 – primetime Part 2” towered over NBC’s special with 8.8 million total viewers. This portion of the show included three hits featuring Puerto Rico, including the performance by Island native and music superstar [Daddy Yankee live from San Juan](#), which was the highlight of the broadcast, in addition to the first-ever [Spanish language countdown](#) with Daddy Yankee alongside Roselyn Sanchez.
- Lastly, ABC’s “Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest 2022” late-night Part 1 airing from 11:30 p.m.-12 a.m. EST saw 19.6 million total viewers. This portion of the show featured Roselyn Sanchez, alongside her actor husband Eric Winter and Daddy Yankee [recapping Puerto Rico’s historic countdown celebration](#), including the



star and fireworks display, as well as Roselyn personally inviting Ryan Seacrest to visit the Island in 2022 as New Year's revelers in Times Square waved Puerto Rican flags in honor of the Puerto Rico countdown. This late-night portion of the show delivered a 6% increase from the same timeframe last year (over the previously estimated 18.4 million).

"It was an incredible moment for Puerto Rico to be highlighted on this caliber, a global stage alongside destinations like New York City, New Orleans, and Los Angeles, to close an already exciting year where we surpassed records of arrivals, lodging revenue and more," said Brad Dean, CEO of Discover Puerto Rico. "Having the Island featured as part of this programming during the holiday further positions us for success as our Destination Marketing Organization continues the momentum built in 2021."

Efforts leading up to the broadcast included a strong earned and social media campaign by Discover Puerto Rico, alongside MRC Live & Alternative that started in October with a steady cadence of tentpole moments generating awareness for Puerto Rico for three months in advance of the historic event. This included the initial announcement of Puerto Rico as a destination, two media mailers sent to top tier media outlets and celebrity influencers, a consumer sweepstakes giving away a New Year's Eve experience on the Island, the announcement of co-host Roselyn Sanchez and headliner, Daddy Yankee, among other outreach moments to drive publicity. Results totaled 837 media placements, hundreds of social media mentions, many from celebrity talent, generating an estimated ROI of \$30M. Top tier coverage where the addition of Puerto Rico was mentioned included Associated Press, Bloomberg, Good Morning America, New York Times, Live with Kelly and Ryan, Billboard and more across the hundreds of pieces of coverage.

This historic moment builds on the momentum of Puerto Rico having maintained a strong share of voice across all top tier media, so much so that according to new research from online travel marketplace KOALA released in early January 2022, after analyzing Google data, Puerto Rico was revealed as number one in the list of places that U.S. travelers have been searching for the most over the last six months. Being on a global stage on the No. 1 New Year's Eve broadcast builds on that and further positions the Island to have a strong jumpstart into 2022.

"We could not be more thrilled at what these broadcasts have done in terms of visibility for our destination and that the world can now see what the Puerto Rico District Authority, alongside Distrito T-Mobile, is capable of," said Mariela Vallines Fernández, executive director of the Puerto Rico Convention District Authority, PRCDA. "We were able to showcase our new entertainment and nightlife complex on a global stage, to millions of viewers who now know what Distrito T-Mobile is, and raised the bar for future entertainment events this Island will host to drive economic prosperity."

CNN's "New Year's Live" with Anderson Cooper and Andy Cohen

Alongside the efforts behind the amplification of ABC's "Dick Clark's New Year's Rockin' Eve," Discover Puerto Rico also secured the first-ever inclusion of Puerto Rico in CNN's "New Year's Live" with Anderson Cooper and Andy Cohen. Among the correspondents that the show sent to cover the celebrations in different parts of the U.S., correspondent Gary Tuchman and his daughter Newsy anchor Lindsay Tuchman were live from Old San Juan showcasing the destination while spotlighting the 500th year celebration of the capital city.



Puerto Rico was highlighted during two major moments within the broadcast with Anderson Cooper and Andy Cohen sharing their “love” for San Juan as they tossed it to correspondents [Gary and Lindsay Tuchman](#) live from a rooftop bar in Old San Juan surrounded by locals ready to ring in the New Year. A minute away from the Puerto Rico countdown moment, the show went live to the streets of Old San Juan showcasing the countdown moment with [locals celebrating and dancing alongside a parranda](#) welcoming the New Year. The segment closes with Anderson Cooper noting that it is “so great to see the Island coming back with so many people going and tourism back” – a very strong endorsement. CNN’s special, which started at 8 p.m. EST, drew 2.12 million total viewers.

The earned media and social efforts surrounding the CNN broadcast delivered an estimated ROI of \$1.05M. Earlier in the day, CNN correspondent Gary Tuchman interviewed Governor Pedro Pierluisi on CNN Newsroom, discussing the 500th anniversary of San Juan, Puerto Rico’s high vaccination rate and new safety and security measures put in place locally. Discover Puerto Rico worked with show producers and correspondent Gary Tuchman to make their first-ever inclusion of Puerto Rico a success.

For more information about the destination, follow Discover Puerto Rico's social channels on [Twitter](#), [Instagram](#), and [Facebook](#) and visit [DiscoverPuertoRico.com](#).

Sources: The Nielsen Company, National Live+Same Day Program Ratings, 12/31/21 and 2021-22 season=9/20-12/31/21. Adara, Aerostar.

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About Discover Puerto Rico

Discover Puerto Rico is a newly established, private, not-for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO brings prosperity to the people of Puerto Rico by collaboratively promoting the Island's diversity and uniqueness for leisure and business travel, and events. It is responsible for all global marketing, sales, and promotion of the destination and works collaboratively with key local governmental and non-governmental players throughout Puerto Rico's visitor economy and the community at large, to empower economic growth. To discover all the beauty the Island has to offer, visit [DiscoverPuertoRico.com](#).