

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

December 23 – January 7, 2021

Earned media placement highlights
485M+ IMPRESSIONS

Social reach Highlights
504M+ IMPRESSIONS



DICK CLARK'S
**NEW YEAR'S
ROCKIN' EVE
WITH RYAN SEACREST
2022**



Forbes Puerto Rico Hosts 1st Spanish-Language New Year's Eve Countdown On ABC

"Dick Clark's New Year's Rockin' Eve with Ryan Seacrest 2022' said to be the most-watched, televised celebration, marks its 50th year. This year, the show welcomes the first-ever Spanish language countdown live from Puerto Rico."

Page Six Orlando Sentinel People US

Date: 12/27

THE TAKEOUT

Asopao Is Puerto Rico's Pride and Joy – As Long As You Make It Correctly

"As I traveled through the region, my new mission was to taste a traditional, "perfect" bowl of asopao... edged with crispy tostones and brimming with rice, chicken, and bay leaves."



Date: 12/23

USA TODAY

The 10 Best Places to Go with Kids in 2022

"Families will enjoy strolling the distinctive blue-hued cobblestone streets and visiting the city's famed fort, El Morro, before building sandcastles on San Juan's fabulous beaches."



Date: 1/4

TRAVEL PULSE

Will the Omicron Variant Scuttle Caribbean Cruising?

"We are confident as we collectively take these precautions to ensure safety now, cruises will return to San Juan in the future." – Brad Dean, CEO of Discover Puerto Rico

Date: 1/6

#TravelTuesday: Catch the Sun in Puerto Rico

TEXAS LIFESTYLE MAGAZINE



"A getaway to Puerto Rico is exactly what your winter break calls for. Crystal blue waters, great food and drinks with plenty of opportunities to soak in the sun."

Date: 12/14



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