

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

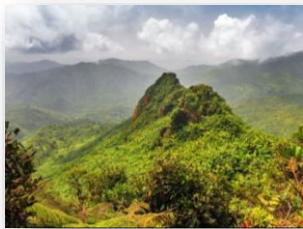
January 7 – January 14, 2022

Earned media placement
Highlights
53M+ IMPRESSIONS

Social reach
Highlights
59M+ IMPRESSIONS

The New York Times

52 Places for a Changed World



Date: 1/10

TRAVEL + LEISURE

This Underrated Region in Puerto Rico Is Home to Gorgeous Beaches, Mountains, and Cities



Date: 1/9

"El Yunque, whose name is a derivation of an Indigenous Taino word, offers one of the most diverse ecosystems in the network, with wildlife including the famed Coquí frog, the Island's unofficial symbol."

"One of the most impressive qualities of eastern Puerto Rico is the massive range of experiences available all in one day. Visitors can take a leisurely stroll along the beach, traverse mountains on horseback, and gorge themselves on mofongo all before sundown."

LGBTQ Destinations to Explore in 2022

"Puerto Rico offers wonderful cuisine, beaches, history, museums and a thriving gay scene. From clubs like SX to drag shows at Kweens Klub or lesbian bars like El Cojo, there is something for everyone."

Date: 1/9

TRAVEL PULSE



Where to Travel in 2022 Based on Your Zodiac Sign

"Multigenerational travel has been on the rise lately, and Cancers couldn't be more excited. Puerto Rico, [is the] perfect destination to entertain everyone in your party."

Date: 1/4

THE POINTS GUY

New CDC Warnings for Several Caribbean Destinations Over COVID-19

"All domestic travelers to have a negative COVID-19 rapid or PCR test taken within 48 hours of their arrival, regardless of their vaccination status, according to Discover Puerto Rico."

Date: 1/8

Despite Making Millions, Daddy Yankee Keeps 'Old Apartment in the Hood'



Page Six

"Daddy Yankee just performed at the first ever live Spanish countdown for 'Dick Clark's New Year's Rockin' Even with Ryan Seacrest,' hosted by Roselyn Sánchez in Puerto Rico."

Date: 1/7

of 2022 is officially live! It's always a little about my favorite island in the

travelandleisure.com
This Underrated Region in Puerto Rico Is Home to Gorgeous Beaches, Mountai...
Though not quite as popular as San Juan, the eastern reaches of Puerto Rico are home to idyllic beaches, towering mountains, delicious food, plenty of historica...

still beautiful — and in many places, ...
ing for the better. Our "52 Places" list to take you on a journey.

nytimes.com
52 Places for a Changed World
The 2022 list highlights places around the globe where travelers can be part of the solution.

Travel in 2022 Based on Your Zodiac Sign
/gallery/featur... via @TravelPulse

travelpulse.com
Where to Travel in 2022 Based on Your Zodiac Sign
A jumping-off point on where to travel this year based on when you were born.

Travel Pulse
Travelers have been waiting to get back on the road and discover new destinations as well as reconnect with some old favorites.

travelpulse.com
30 LGBTQ Destinations To Explore in 2022
LGBTQ travelers have been waiting to get back on the road and discover new destinations as well as reconnect themselves with some old favorites.

Discover Puerto Rico's Brad Dean at #PCMACL:
"Meetings and conventions are coming back, and we can't have a full recovery without this valuable segment." #EventPtofs @discover_PR

Some stats from Discover Puerto Rico's Brad Dean at #PCMACL: Record tourism for the island last year; 90.2% of Puerto Ricans have at least one dose of COVID vaccine and 80.5% fully vaccinated.
#EventPtofs @discover_PR #EventProfs

OUR SUCCESS BY THE NUMBERS
OUR FOCUS ON HEALTH & SAFETY