

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

October 8 – October 15, 2021

Earned media placement highlights  
**7.8M+ IMPRESSIONS**

Social reach Highlights  
**8.4M+ IMPRESSIONS**



## Bad Bunny Is Here at the Right Time [Print]

"Not many people know Puerto Rico, and the truth is that right now it's at a cultural peak, with lots of kids making art." – Bad Bunny

Date: 10/12



## Puerto Rico #RockinEve on New Year's 2022



"We could not be prouder to be the newest countdown for Dick Clark's NYRE, the most watched holiday television broadcast, especially as they celebrate their 50th anniversary." – Brad Dean, CEO of Discover Puerto Rico

Date: 10/12

## The United States Did Not Understand Latin Food and Today Cannot Live Without Its Flavors



"The roots of Puerto Rican cuisine lay in Africa, Spain, and in the Island's indigenous heritage." – Israel Calderon, Chef at El Conquistador Hotel

Date: 10/12

## 'Dick Clark's New Year's Rockin' Eve' Expands Footprint for TV Special



"This celebration speaks to diverse communities around the world that our Island is ready to receive tourism and foster economic development." – Governor Pedro Pierluisi

Date: 10/9



## Caribbean Arrivals Rebound Outpacing Global Destinations



"Puerto Rico's arrivals rocketed from 135,146 during pandemic-stricken July 2020 to 553,554 in July of this year, eclipsing the territory's all-time monthly record."

Date: 10/11

# TRAVEL WEEKLY

## Caribbean Islands Seek to Capitalize on the 'Digital Nomad' Trend

\*Puerto Rico is one of the Caribbean destinations recognizing and offering to digital nomads

Date: 10/12

