

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

December 3 – December 10, 2021

Earned media placement highlights
539M+ IMPRESSIONS

Social reach Highlights
65M+ IMPRESSIONS

TRAVEL+LEISURE

Puerto Rico Is Giving Away an Epic New Year's Eve Vacation — How to Win

"Travelers can ring in the New Year by saying '¡felicidades!' thanks to a new contest that will send one lucky couple to Puerto Rico to celebrate 2022 in style."



Date: 12/8

People

Gifts Inspired By The Delicious Puerto Rican Coquito

"Who doesn't love the Puerto Rican coquito? The delicious alcoholic beverage is prepared with coconut cream, rum, cinnamon and vanilla."



Date: 12/3

Roselyn Sanchez Is Helping Ring In the New Year in Historic First



"I'm so proud to be co-hosting @RockinEve LIVE from Puerto Rico for the show's first-ever Spanish language countdown!" – Roselyn Sanchez, Puerto Rican Actress



Date: 12/7

Puerto Rico Is Giving Away a New Year's Eve Vacation



"There is nowhere quite like Puerto Rico to start 2022, with the natural wonders, world-renowned cuisine, beautiful weather, and one-of-a-kind culture." – Brad Dean, CEO of Discover Puerto Rico

Date: 12/6

The A-List of Travel® LUXURY TRAVEL MAGAZINE

Tropical Hotels to Spend the Holidays in Sunshine

"Hyatt Regency Grand Reserve Puerto Rico, offers a slice of paradise on a private peninsula. The resort will be unveiling a slew of new holiday programming each week leading up to the holidays."

Date: 12/7

POPSUGAR.

30 Holly, Jolly Christmas Festivals Around the World to Add to Your Holiday Bucket List ASAP

"In Puerto Rico, both Christmas and El Día de los Reyes are celebrated and taken seriously. San Juan's Christmas festival includes dazzling mass ceremonies, lechón (delicious spit-roasted pig), and plenty of music and dancing."



Date: 12/6

We can't wait for @roselyn_sanchez to co-host #RockinEve LIVE from the cultural and sunny paradise of Puerto Rico for the first-ever Spanish language countdown! 🌟 It all starts December 31 at 8/7c on ABC. @discover_PR #PRxRockinEve

Get ready! @daddy_yankee is performing LIVE from Puerto Rico on #RockinEve! 🎉 Tune in for an unforgettable night, December 31 at 8/7c on ABC. @discover_PR #PRxRockinEve

DICK CLARK'S
NEW YEAR'S ROCKIN' EVE
WITH RYAN SEACREST
LIVE DEC 31 8/7c abc