## PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

December 23 – January 7, 2021

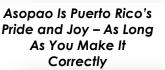
## Earned media placement highlights 485M+ IMPRESSIONS







"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

### Social reach Highlights 504M+ IMPRESSIONS

## 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 firstever Spanish language countdown live from Puerto Rico."

Page Six Orlando Sentinel

Date: 12/27



the distinctive blue-hued

cobblestone streets and

El Morro, before building

fabulous beaches."

The 10 Best Places to Go with Kids in 2022



#### Date: 1/4

# TRAVEL

#### 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

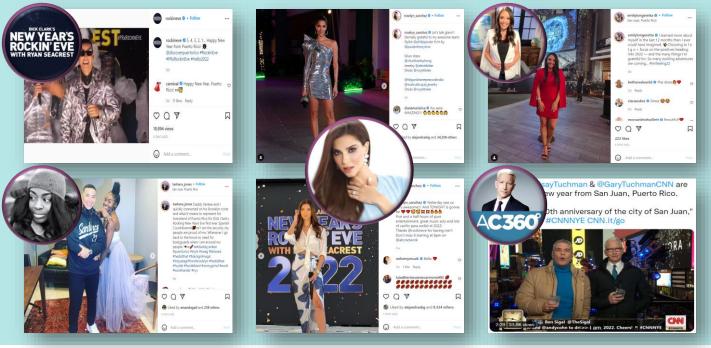
#### **#TravelTuesday:** Catch the Sun in Puerto Rico





"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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