# **PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT**

January 14 – January 21, 2022

Earned media placement Highlights **25M+ IMPRESSIONS** 

## GreenBiz

"Inaredients are to the cook what words are to a writer, and the more we have, the more interesting the story we can tell, while also contributing to the sustainability of ecosystems." – Martin Louzao. Cofounder of PRoduce

### **This Puerto Rican Farm-to-Fork** App Is Creating a Sustainable Food System on the Island



Date: 1/20

## Social reach Highlights 2.4M+ IMPRESSIONS

## **Fodors**Travel

"In Puerto Rico, a cup of coffee isn't just a part of the day – it's an entire day's experience. The Island has mixed more than 200 years of history with this magical bean as the product quickly became an economic driver dating back centuries."

### Is Your Hometown One of the Best Coffee **Destinations in America?**



Date: 1/17





### Straight Talk: Brad Dean, President and CEO, Discover Puerto Rico

"I'm continually inspired knowing that when we do our jobs well and keep the magic of our destination at the center of our focus, our Island and its people benefit along with those visiting." – Brad Dean, CEO of Discover Puerto Rico



The 8 Best Destinations to **Visit in February** 





"The oldest city in the United States and its territories, Old San Juan celebrates its 500th anniversary in 2022. In honor of the major anniversary, the blue cobblestone city is celebrating with events, festivals, tours and more through June 2022."

Date: 1/15

The Points Guy O



### **2022 Travel Guide to the Caribbean**

"Live entertainment, energizing bars and nightclubs, pulse-pound expeditions and allnight parties can also be found in places like San Juan, Puerto Rico."

TRAVEL

#### Date: 1/16

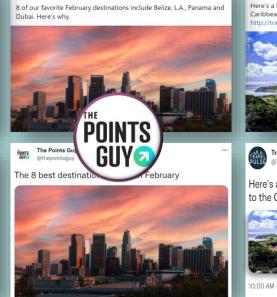
#### te Event News at 2:16 PM · 🚱

ord-breaking 2021 for visitor arrivals and a healthy etings and events, the future looks bright for Puerto Rico, and Brad Dean, head of the island's destination marketing organization, is smiling with optimism as he and his team lead yet another recovery. Here, he shares his thoughts on major challenges throughout the pandemic, where the industry and the destination are headed and what he's learned most over the past two years. Discover Puerto Rico #comeback #eventprofs #leadership #ev #corporateevents #meetingsandevents

.corporateeventnews.com/.../straight-talk-brad

## 4 at 2.18 PM . 🕥

a record-breaking 2021 for visitor arrivals and a healthy upswing in meetings and events, the future looks bright for Puerto Rico, and Brad Dean, head of the island's destination marketing organization, is smiling with optimism as he and his team lead yet another recovery. Here, he shares his thoughts on major challenges throughout the pandemic, where the industry and the destination are headed and what he's learned most over the past two years. Discover Puerto Rico #comeback #eventprofs #leadership #eventsindustry







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