

# PUBLIC RELATIONS EARNED MEDIA & INFLUENCER SNAPSHOT

December 1 – 31, 2021

Total Earned Impressions: **XXM+ IMPRESSIONS**

Total Ad Value **\$XXM+ USD**

Tonality: **XX% Positive**

Total Earned Placements

**Approx. XX\***

*\*includes social*



DICK CLARK'S  
**NEW YEAR'S  
ROCKIN' EVE  
WITH RYAN SEACREST  
2022**

[Broadcast]



Date: 12/31

## Bloomberg

**Amid Pandemic, Puerto Rican Tourism Manages a Banner Year**

"It's a reminder to all of us that tourism is an economic development tool in the toolbox." – Brad Dean, CEO of Discover Puerto Rico



Date: 12/17

## 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

**Daddy Yankee Will Headline 'New Year's Rockin' Eve Live from Puerto Rico**



## HOLA! USA

"The historic New Year's Eve show bolsters the Island's own monumental year with San Juan celebrating its 500th anniversary and the 50th anniversary of "Dick Clark's New Year's Rockin' Eve."

Date: 12/14

## AD ARCHITECTURAL DIGEST

**San Juan, Puerto Rico, Is a Supremely Underrated Historic Architectural Goldmine**

"The haciendas and balconied wooden houses of my home inspired in me a curiosity." – Andy Rivera, Founder of Puerto Rico Historic Building Drawing Society



Date: 12/13

## THE TAKEOUT

"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

**The Best International Destinations in 2021 According to Black Travelers**

## TRAVEL+NOIRE

"San Juan, Puerto Rico is known for its lively bars, exciting nightlife, and historic sites, but, for many Black travelers, it's also a perfect place to unwind through a wellness getaway."

Date: 12/1

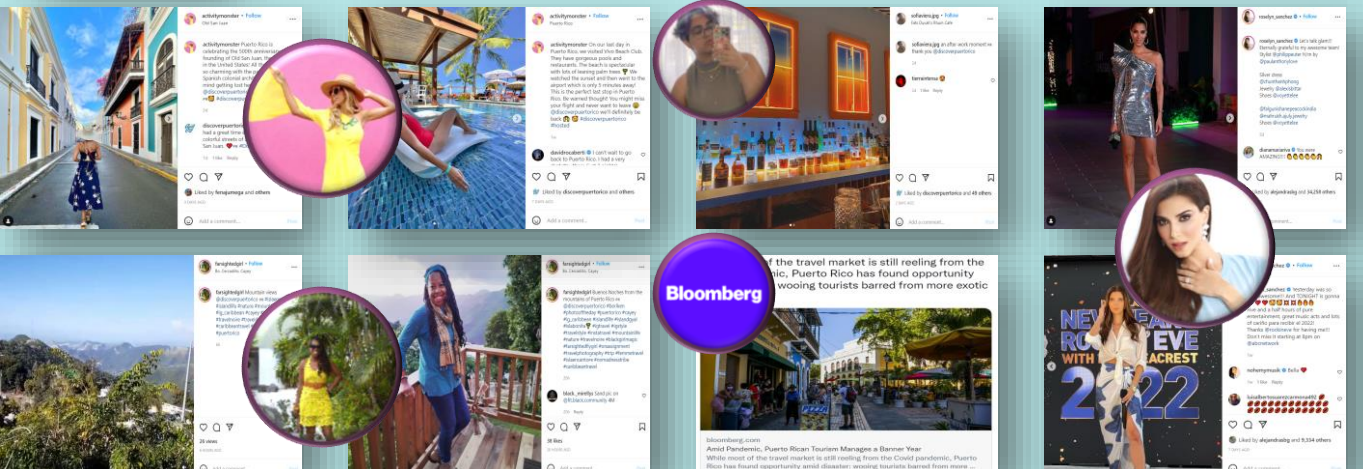
## People EN ESPAÑOL

**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



For any questions, please contact:  
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