

PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

January 21 – January 28, 2022

Earned media placement
Highlights
39M+ IMPRESSIONS

Social reach
Highlights
22M+ IMPRESSIONS

House Beautiful

Pantone's New Color Is Inspired by the Sunshine in Puerto Rico

Also seen in...

"Puerto Rico has so much sunshine to spare. As the gloomy winter is upon much of the United States, we're sharing the color of our sunshine to energize and revitalize people, especially during these coldest and darkest months." – Leah Chandler, CMO of Discover Puerto Rico



Date: 1/17

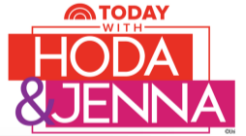
15 Reasons to Add Puerto Rico to Your 2022 Bucket List



"San Juan is a must, especially its premier UNESCO World Heritage Site of Old San Juan. Step back in time while meandering its cobblestone streets, which are home to 16th-century fortresses and walls and a vibrant nightlife."

Date: 1/26

Puerto Rico Featured on TODAY with Hoda & Jenna [Broadcast]



Date: 1/25

TRAVEL WEEKLY

Discover Puerto Rico CEO: We Broke Tourism Records In 2021

"We saw increases in year-to-date lodging demand that were 16% higher than the previous record set in 2019 in the same time period and also saw the most hotel demand since August 2017, with rental demand the highest ever." – Brad Dean, CEO of Discover Puerto Rico

Date: 1/25

THE CHRISTIAN POST

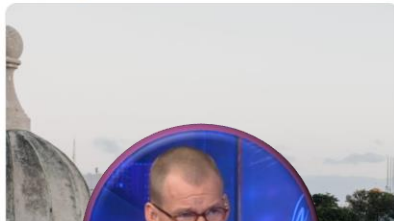
Puerto Rico Is Back After Years of Challenges

"The strength of our strategy is amplifying all there is to do beyond our beautiful Caribbean beaches." – Brad Dean, CEO of Discover Puerto Rico

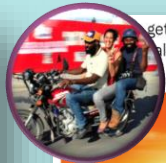


Date: 1/23

Old San Juan at dusk. Established 500 years ago, San Juan is the oldest city in the United States.
#sanjuan #viejosanjuan #puertorico #discoverpuertorico



Yours truly... (Basilica of... Dating to 152... the United Sta... #sanjuan #puerto...



gets its own Pantone color as part of... 's' newest strategy to promote the



to Rico CEO: We broke tourism records... eekly.com/Caribbean-Trav... via... US



edia Network... 7:00 PM... ur favorite LGBTQ+-friendly Valentine's Day... though any day is an excuse for a romantic



Life... 12:38 PM... estinations can offer a welcome escape from... eratures.

