

Coverage Snapshot



PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

DECEMBER 3 – DECEMBER 9, 2022

EARNED MEDIA
PLACEMENT HIGHLIGHTS

326M+ IMPRESSIONS

SOCIAL REACH
HIGHLIGHTS

21M+ IMPRESSIONS



PUERTO RICO HOSTS DICK CLARK'S NYRE SECOND ANNUAL SPANISH COUNTDOWN

"Puerto Rico is once again the scene for the nation's only Spanish-language New Year's Eve countdown, expected to be bigger than last year's, with popular stars like Farruko and Roselyn Sanchez making appearances. ."



Date: 12/9



YOUR NEXT LONG WEEKEND TRIP NEEDS TO BE TO SAN JUAN, PUERTO RICO

"But what you might not know is that Puerto Rico—especially Old San Juan, which dates back to 1519, making it one of the oldest cities in U.S. territory—is also extremely rich in history and culture."

Date: 12/9



14 FREE THINGS TO DO IN SAN JUAN, PUERTO RICO

"Santurce is a residential neighborhood that has turned into an outdoor art gallery in recent years, with renowned street artists painting larger-than-life pieces on the sides of buildings."

Date: 12/6



THE 28 MOST BEAUTIFUL PLACES IN THE CARIBBEAN, FROM JAMACIA'S WATERFALLS TO THE STREETS OF CUBA

"Old San Juan remains one of the best-preserved examples of Spanish Colonial architecture in the Caribbean, with brightly painted buildings and cobblestone streets that could launch a thousand Instagram stories."

Date: 12/5



10 BEST BEACHES IN PUERTO RICO

"Its lush landscapes, delicious food scene, and spectacular hotels make it a world-class destination. Plus, if you're a U.S. citizen, you can travel there without a passport."

Date: 12/3

