



# Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

DECEMBER 23, 2022 – JANUARY 6, 2023

EARNED MEDIA PLACEMENT HIGHLIGHTS

2.5B+ IMPRESSIONS

SOCIAL REACH HIGHLIGHTS

105M+ IMPRESSIONS



People EN ESPAÑOL

HollywoodLife

Entertainment WEEKLY

HollyWOOD REPORTER

"The 'Pepas' singer and the former Puerto Rican Miss Universe were part of the multi-star cast that received 2023 in Puerto Rico with the special program Dick Clark's New Year's Rockin' Eve with Ryan Seacrest."

Us WEEKLY

ET

billboard

RollingStone

Date: 12/23 - 1/6

Amsterdam News

BEYOND SAN JUAN: EXPLORE PR OFF THE BEATEN PATH

"Puerto Ricans are proud of and passionate about their culture, which blends indigenous, Spanish and African traditions. You can taste the melting pot of influences in dishes like mofongo and arroz con gandules. You can hear it in the music, from bomba to reggaeton."



Reader's Digest

20 ROMANTIC WEEKEND GETAWAYS FOR COUPLES IN THE U.S.

"If you want to escape to a tropical paradise but don't want the hassle of dealing with customs or a passport, Puerto Rico is at your service. This gorgeous U.S. island is full of sandy beaches, coconut trees, history, and culture."

Date: 1/4

BuzzFeed

PEOPLE ARE SHARING THE TRAVEL DESTINATIONS THAT SURPASSED THEM IMMEDIATELY

"Puerto Rico. If you're looking for a Caribbean escape, this one has so much to offer. There's city life, beaches, hiking, history, and more."



BEST LIFE

THE MOST REMOTE U.S. ISLANDS THAT NEED TO BE ON YOUR BUCKET LIST

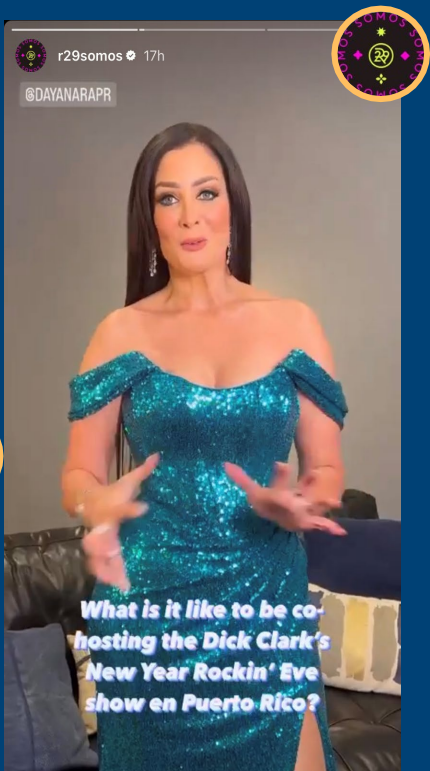
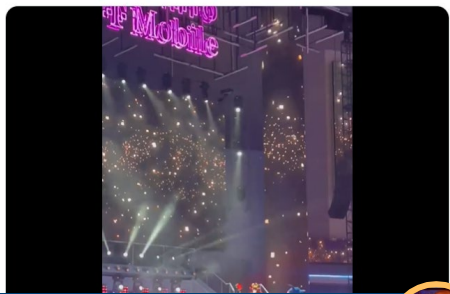
"You don't need to choose between snorkeling, diving, surfing, swimming, or kayaking on the brightest bio bay in the world on Vieques Island: You can do all of them!"

Date: 12/26

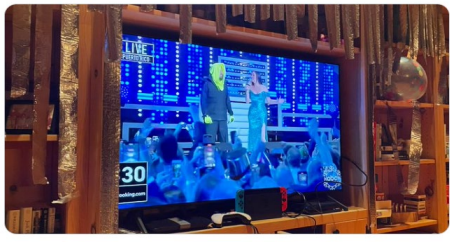
Natasha S. Alford @NatashaSAIford  
Salsa music filling the air in San Juan, Puerto Rico as we wait on the new year! So happy to be here in person- nothing like live salsa. 🇵🇷🇵🇷🇵🇷  
#DickClark @RockinEve #GilbertoSantaRosa



Natasha S. Alford @NatashaSAIford  
New year celebration from Puerto Rico! 🇵🇷🇵🇷🇵🇷  
#dickclark #rockinnye



Brian Stelter @brianstelter  
ABC televising the New Year's countdown in San Juan, Puerto Rico, one hour ahead of the mainland U.S. ET



Ketchum

FOR ANY QUESTIONS, PLEASE CONTACT:  
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DISCOVER Puerto Rico

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