

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

DECEMBER 1-31, 2022

EARNED MEDIA
PLACEMENT HIGHLIGHTS

4.5B+ IMPRESSIONS

EARNED MEDIA
VALUE

\$83M EARNED MEDIA VALUE

HelloBeautiful

11 THINGS TO DO AND PLACES TO VISIT IN PUERTO RICO

"Most of the businesses I visited were owned and operated by families. The idea of community is engraved in the business model. One of my favorite stops was El Piñaton. The quaint juice bar serves every drink you can imagine."



Date: 12/13

BESTLIFE

THE 10 BEST U.S. ART MUSEUMS THAT SHOULD BE ON YOUR BUCKET LIST

"The selection exhibited in Museo de Arte y Diseño de Miramar is inspired by the types of furniture and objects—whether produced locally or imported—that reflect the lifestyles of the middle class in Puerto Rico from the beginning to the midpoint of the 20th century." – Xiomara Rodriguez, Communications Director



Date: 12/18

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."



Date: 12/29

Forbes

HOLIDAY GIFT GUIDE 2022: THE TOP EXPERIENTIAL FAMILY TRAVEL IDEAS

"For the second year in a row, Puerto Rico and its entertainment-heavy DISTRITO T-Mobile destination will be home to the Spanish language portion of ABC's Dick Clark's New Year's Rockin' Eve with Ryan Seacrest 2023."



Date: 12/10

TRAVEL AGENT
CENTRAL

JAMAICA, PUERTO RICO REPORT STRONG TOURISM NUMBERS FOR 2022

"Tourism continues to lead the economic resurgence of Puerto Rico and, together, we're setting records along the way." – Brad Dean, Chief Executive Officer



lonely planet

HOW TO GET AROUND IN SAN JUAN, PUERTO RICO, FROM RIDESHARES TO TROLLEYS

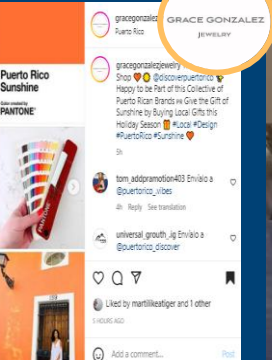
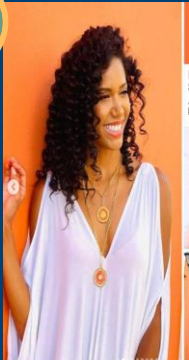
"Old San Juan is very pedestrian-friendly. The historic district is a charming 7-square-block area with cobblestone streets and Spanish architecture. It is more than 500 years old, making it the oldest city in the United States."



Date: 12/13

Meetings Today

Create deeper connections between both attendees and the local community in Puerto Rico by weaving these activities into your next meeting or event: meetingstoday.com/articles/14364... @discover_PR #MeetingProfs #EventProfs



Ketchum

FOR ANY QUESTIONS, PLEASE CONTACT:
CORY.MCMBRYAN@KETCHUM.COM

DISCOVER
Puerto Rico
DiscoverPuertoRico.com