

Coverage Snapshot

PUBLIC RELATIONS, EARNED & SOCIAL MEDIA

JANUARY 1-31, 2022

EARNED MEDIA
PLACEMENT HIGHLIGHTS

2.8B+ IMPRESSIONS

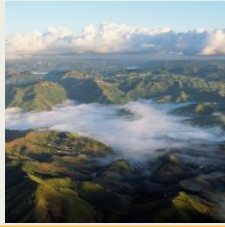
EARNED MEDIA
VALUE

\$43M EARNED MEDIA VALUE

Reader's Digest

25 ROMANTIC WEEKEND
GETAWAYS FOR COUPLES

"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."



REFINERY29

THESE TRAVEL ESSENTIALS KEPT
ME CALM & COLLECTED ON MY
LAST-MINUTE TRIP

"I love buying local items in my destination, especially if they're handmade. If you're a bag fiend (which I'm starting to believe I am), this limited-edition one by Puerto Rican brand Rogative with the official color of the Island's sunset is a total must-have."



Date: 1/17

Condé Nast Traveler

THE MOST COLORFUL PLACES
IN THE WORLD, FROM
MOROCCO TO VIETNAM

"The colorful city of Old San Juan is an Instagram darling, thanks to a harmonious blend of cobblestone streets, Spanish colonial architecture dating back to the 1500s, and vivid, Caribbean-inspired paint jobs."



TRAVEL
AWAITS

4 FANTASTIC FEMALE CHEFS MAKING
A SPLASH IN THE CARIBBEAN

"Chef Maria Grubb made history in 2019 when she became the first woman in Puerto Rico to be nominated for a James Beard Award as a semi-finalist for 'Best Chef: South.'"



Date: 1/13

TRAVEL PULSE

BEST SMALL TOWNS TO VISIT
IN LATIN AMERICA IN 2023

"For those looking for relaxation and the best gastronomy, a highly recommended activity is to walk the streets of La Guanica, facing the sea, offers an extraordinary repertoire of restaurants and bars where tourists enjoy excellent cuisine and cocktails."



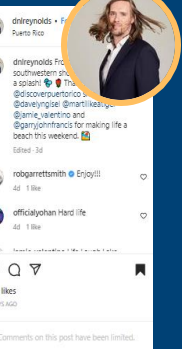
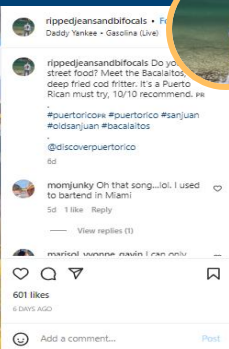
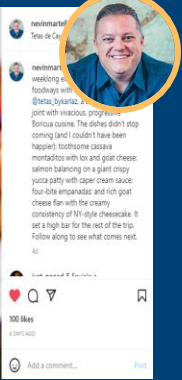
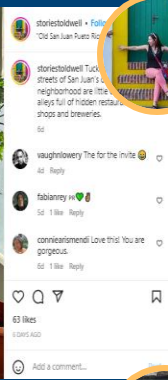
the grio

SEE PUERTO RICO DIFFERENTLY
WITH A TRIP TO EL YUNQUE

"Hiking through El Yunque is all about being in touch with the earth. As you hike, you'll encounter the incredible flora and fauna of the rainforest. There are stunning trees and plants you could only find in la isla (the island)."



Date: 1/22



Ketchum

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

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Puerto Rico
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