

# PUBLIC RELATIONS EARNED & SOCIAL MEDIA SNAPSHOT

December 17 – December 23, 2021

Earned media placement highlights  
**151M+ IMPRESSIONS**

Social reach Highlights  
**27.8M+ IMPRESSIONS**

## Bloomberg

**Amid Pandemic, Puerto Rican Tourism Manages a Banner Year**

"It's a reminder to all of us that tourism is an economic development tool in the toolbox." – Brad Dean, CEO of Discover Puerto Rico



Date: 12/17



**Everything to Know About This Year's 'Dick Clark's New Year's Rockin' Eve With Ryan Seacrest'**

"Sánchez is set to make her New Year's Rockin' Eve debut in her home Island of Puerto Rico and reggaeton star Daddy Yankee will play a hometown show in San Juan."



Date: 12/18

**Celebrate National Coquito Day All Christmas**

## Orlando Sentinel

"Although some say that the Coquito can be drank year-round, it is more popular during the Puerto Rican Christmas celebration, the longest in the world."

Date: 12/21

**All About Coquito & 4 Coquito Recipes Including a Non-Alcoholic Version**



## HIPLATINA

"Coquito is a drink Puerto Ricans look forward to enjoying every single year. It's continued to grow in popularity, and it's become more and more popular, even outside of the Puerto Rican community."

Date: 12/21



**CNN'S "New Year's Eve Live" to Feature Puerto Rico During Broadcast**

"We are very excited to welcome CNN and its viewers to experience an authentic Old San Juan New Year's Eve celebration and countdown to 2022 together." – Brad Dean, CEO of Discover Puerto Rico



Date: 12/21

## Parade

**Ryan Seacrest on Ringing in 2022**

"It will obviously be very exciting. The vibrancy of Puerto Rico, the culture of Puerto Rico, the music and scenes of Puerto Rico will be infused into the show."



Date: 12/14

Lindsay will share the Puerto Rican holiday celebrating the capital city of San Juan's anniversary." #CNNNYE

finance.yahoo.com  
CNN'S "NEW YEAR'S EVE LIVE" WITH ANDERSON COOPER AND ANDY COH...  
For the first time ever, CNN's "New Year's Eve Live," will include reports from Puerto Rico's famous district of Old San Juan. CNN correspondent Gary ...

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Caly Puerto Rico

farisightedgirl It might be 23, December and I'm in Chicago but I'm still on my mind! 🇵🇷🇵🇷🇵🇷 #PuertoRico #OldSanJuan #NewYearsEve #NewYearsEve2022 #NewYearsEveLive #NewYearsEveParty #NewYearsEveCelebration #NewYearsEveCountdown #NewYearsEveWishes #NewYearsEveGreetings #NewYearsEveMessages #NewYearsEveQuotes #NewYearsEveThoughts #NewYearsEveIdeas #NewYearsEvePlans #NewYearsEveGoals #NewYearsEveWishes #NewYearsEveGreetings #NewYearsEveMessages #NewYearsEveQuotes #NewYearsEveThoughts #NewYearsEveIdeas #NewYearsEvePlans #NewYearsEveGoals

chillbits

TRAVEL • HOLIDAYS

**The Cold Away at Caribbean Island Festivities**

the tree—light the boat.

doghedeby Feature on @author\_paradise

farisightedgirl I wrote about the rich diversity of Caribbean holiday fest, starting with Puerto Rico's legendary longest holiday season in the world, in my latest for @chillbits: @discoverpuerto Rico @justthebahamas @traveltips101 @travelwithadventure @pikittourism @pikitooftheday #CaribbeanTravel #Caribbean #NewYearsEve #NewYearsEve2022 #NewYearsEveLive #NewYearsEveParty #NewYearsEveCelebration #NewYearsEveCountdown #NewYearsEveWishes #NewYearsEveGreetings #NewYearsEveMessages #NewYearsEveQuotes #NewYearsEveThoughts #NewYearsEveIdeas #NewYearsEvePlans #NewYearsEveGoals

of the travel market is still reeling from the pandemic, Puerto Rico has found opportunity: wooing tourists barred from more exotic

bloomberg.com  
Amid Pandemic, Puerto Rican Tourism Manages a Banner Year  
While most of the travel market is still reeling from the Covid pandemic, Puerto Rico has found opportunity amid disaster: wooing tourists barred from more ...

Additional Christmas drink that keeps families together

HOLA.COM  
7 ready-to-serve and coquito recipes everyone will be glad to drink during the festive season

lineup for "Dick Clark's New Year's Rockin' Eve 2022"

JUSTIARE.COM  
Dick Clark's New Year's Rockin' Eve 2022 – Performers Lineup!