

DISCOVER PUERTO RICO

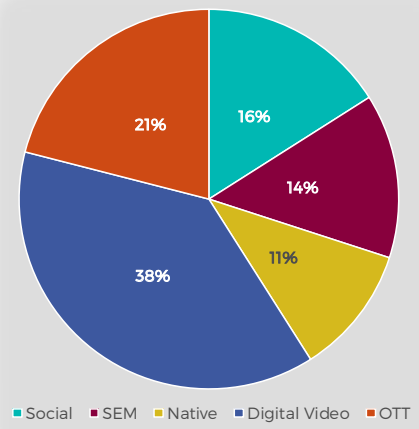
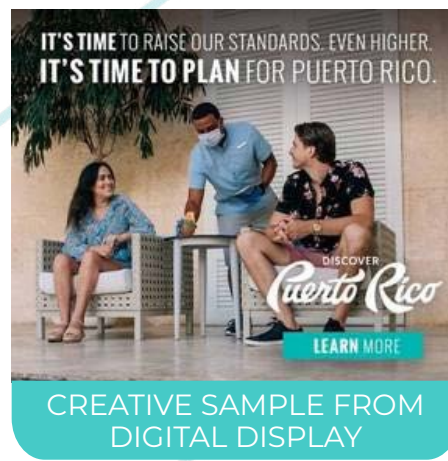
DIGITAL MARKETING RECAP

JANUARY 2021



MEDIA RECAP

In January, we launched the Cares Act media plan which extends through June 2021. The campaign for the month had placements in OTT, social media, digital video, native and search engine marketing (SEM). The messaging is centered around health and safety. We will continue to build this campaign in the coming months, increasing investment and adding new partners.



MONTHLY MEDIA MIX

SOCIAL MEDIA RECAP

In January, we continued to inspire travelers to plan travel to Puerto Rico using **#ItsTimetoPlan** while also launching our sweepstakes with Marriott and JetBlue, promoting the last two **Sounds like Puerto Rico** episodes, and launching our **remote work** campaign.

Municipalities featured in January:

Utado, Guánica, Rincón, Aguadilla, Lajas, Naguabo, Manatí, Cayey, Aibonito, Canóvanas, Santa Isabel, Las Piedras, Ponce, Hormigueros, Florida, and Culebra.

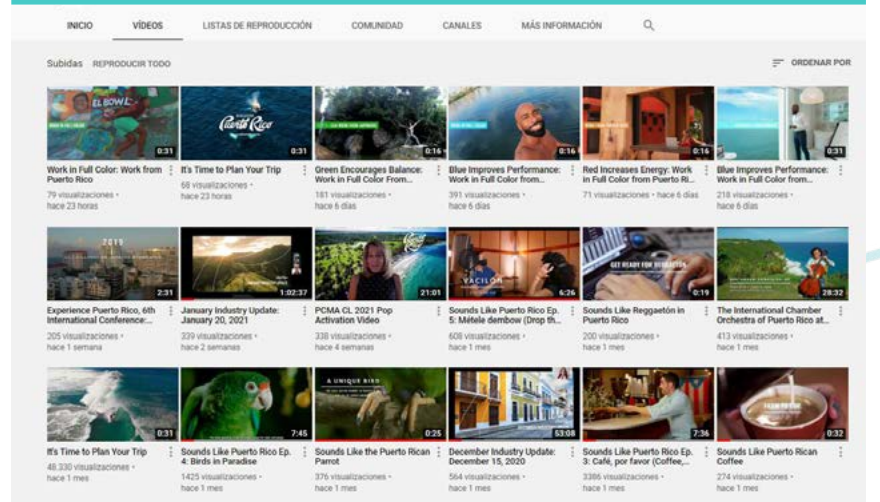
FACEBOOK



Our top-performing Facebook post was **Episode 4** of our **Sounds like Puerto Rico series**, reaching **149k users** and promoted (with social ads) to garner over **50k views**.

- @DiscoverPuertoRico
- @Discover_PR
- @discoverpuertorico
- Discover Puerto Rico

YOUTUBE



We uploaded **seven YouTube videos** in January including the last two episodes of Sounds like Puerto Rico.

INSTAGRAM



Our top Instagram post was our **“Win a Trip to Puerto Rico Sweepstakes” post** which reached over **98k users**.

WEB CONTENT RECAP

DISCOVERPUERTORICO.COM

- Users: 555,730 (+170% YoY)**
- Sessions: 728,172 (+177% YoY)**
A session is the period time a user is actively engaged with the website.
- Pageviews: 1,118,072 (+93% YoY)**
Total number of pages viewed.
- Avg. Session Duration: 1:48 minutes (-25%YoY)**
This measures the average length of each session. More than one minute is great!
- Bounce Rate: 64% (+14%YoY)**
The percentage of single-page sessions in which there was no interaction with the page. We want this percentage to be as low as possible.

New content pieces

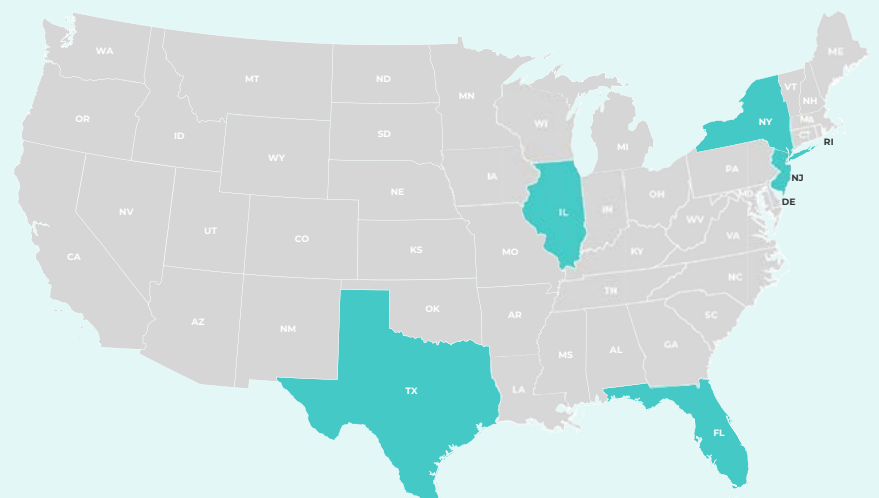
- [Five Days of History and Culture in Puerto Rico](#)
- [Discover Puerto Rico Golf: Where the Professionals Play](#)
- [Explore Golf Courses where Value and Local Culture Abounds](#)
- [It's Time to Plan Your Vacation \(sweepstakes landing page\)](#)

Most read pages and articles

- [Travel Advisory](#)
- [Visitor Health & Safety Guidelines \(Promise page\)](#)
- [Homepage](#)
- [Things to Do](#)
- [Exploring Puerto Rico's Bioluminescent Bays](#)

Top Locations for Website Visitors

- Florida
- Texas
- New York
- Illinois
- New Jersey



Five Days of History and Culture in Puerto Rico

There is so much more than just the beach. Puerto Rico is the very definition of a melting pot. Centuries-old traditions from three very different cultural groups led to the modern-day Boricua, very warm, vibrant, joyful people ready to welcome you to their piece of paradise.

The essence of Puerto Ricans traces back to the ancestors that shaped and wrote the island's story: the Spanish, Taino, and African people who brought very distinctive traits to the mix. Spend a few days around the island, and you'll discover just how intertwined and blended these ethnicities are and just how much each takes center stage in ever-day life.

CONTENT PIECE SAMPLE