

DISCOVER PUERTO RICO

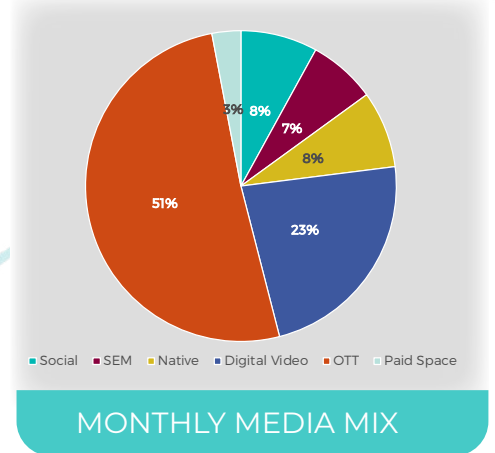
DIGITAL MARKETING RECAP
FEBRUARY 2021



MEDIA RECAP

During February, the majority of our media investment came from CARES Act funding. We continued with a heavy emphasis on high awareness placements like over-the-top TV and digital video. We have started to layer more native and paid space placements to help communicate health and safety messaging.

CREATIVE SAMPLE FROM DIGITAL DISPLAY



SOCIAL MEDIA RECAP

We continued **#ItsTimeToPlan** messaging, honored Black History Month with content about our Island's African heritage and its impact on our culture, while also promoting the Puerto Rico Open and sharing Brand USA's Destination-at-a-Glance video about Piñones. Important events like the Carnaval Ponceño and the reopening of El Morro were also highlighted.

Municipalities featured in February:

San Juan, Rincón, Río Grande, Salinas, Utuado, Ponce, Carolina, Luquillo, Barranquitas, Loíza, Cayey, Isabela, Adjuntas, Manatí, and Fajardo.

FACEBOOK

Piñones, located in the municipality of Loíza, is widely known for its street food—especially fried foods like “alcapurrias,” “bacalaitos,” and stuffed “empanadillas” or turnovers. Join **Brand USA** on this flavorful journey through Loíza! [#ItsTimeToPlan](#) [#DiscoverPuertoRico](#)



Our top-performing **Facebook post** was **Brand USA's Destination-at-a-Glance video about Piñones**, organically reaching **128K users** and garnering **45K views** and more than **136K impressions**.

Our top video of the month featuring “**It's Time to Book**” messaging, with paid advertising, garnered more than **336K views** in February and **1.6M views** since it was published.

INSTAGRAM

Our top **Instagram performer** was a UGC post that featured Adjuntas and reached more than **68K users**.

[@DiscoverPuertoRico](#)

[@Discover_PR](#)

[@discoverpuertorico](#)

[Discover Puerto Rico](#)

WEB CONTENT RECAP

DISCOVERPUERTORICO.COM

• **Users: 639,175 (+79% YoY)**

• **Sessions: 850,852 (+86% YoY)**
A session is the period time a user is actively engaged with the website.

• **Pageviews: 1,365,168 (+52% YoY)**
Total number of pages viewed.

• **Avg. Session Duration: 1:57 minutes (+7% YoY)**
This measures the average length of each session. More than one minute is great!

• **Bounce Rate: 62% (-3% 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

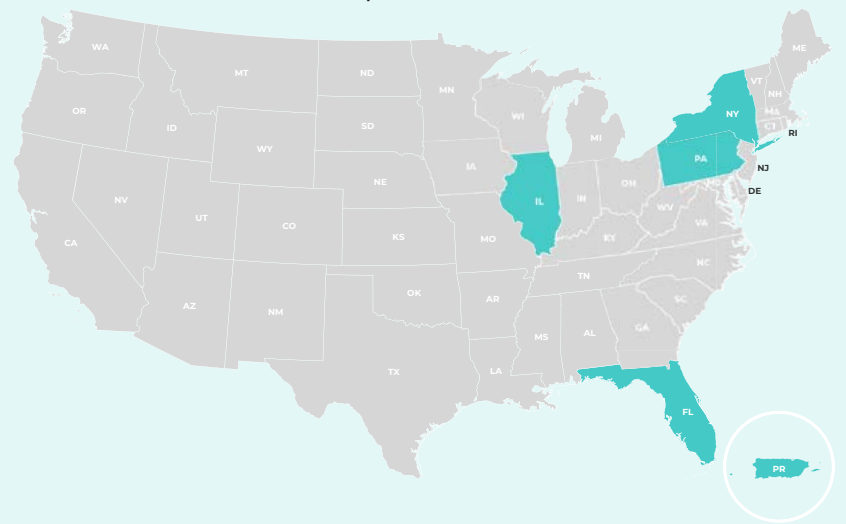
1. [Unique Outdoor Experiences](#)
2. [Biking Routes in Puerto Rico](#)
3. [Secluded Beaches to Get Away from the Crowds](#)
4. [Teambuilding in Puerto Rico](#)
5. [Unique Outdoors Dining Experiences](#)

Most read pages and articles

1. [Travel Advisory](#)
2. [Visitor Health & Safety Guidelines \(Promise\)](#)
3. [Homepage](#)
4. [Things to Do](#)
5. [Exploring Puerto Rico's Bioluminescent Bays](#)

Top Locations for Website Visitors

- New York
- Miami
- San Juan
- Chicago
- Philadelphia



Unique Outdoor Experiences in Puerto Rico

Find diverse activities in paradise. Where do you see yourself when you dream? In the green? In paradise, then look no further than Puerto Rico. With mountain views, pristine scenery, and a rich history, the natural world can fulfill anybody and everybody's dream. Catch a sunrise by the beach, relax with the countryside panorama, have adrenaline-fueled, and so it all outside.

These are just a few ideas from an array of unparalleled experiences you can have in the land and soul of the Caribbean.



Ziplining in the city

Find a hidden paradise within the city when you venture on to Hacienda Camero Rico. What used to be a sugarcane plantation in Carolina is now an open space, adventure-rated park with plenty of activities to last you the whole day. Enjoy the view and the scenery as an adrenaline-filled ATV tour as you ride with power across the different trails, or take a more leisurely ride on horseback. You'll be able to discover mangroves, lagoons, rivers, mountains, wildlife, and more as you take a guided tour exploring the 2,200 acres of land.

At Camero Rico, you can also slide or glide through the few different styles and canopy bridges with mesmerizing views of the hacienda or go hiking through its various trails. If you're feeling competitive, you can have an archery tag match off. This outdoor activity for the whole family is shared with farm-to-table produce and combine delicious and flavorful techniques. Tuck off your day at their delicious Magro Bar and enjoy the view among views of the countryside.

CONTENT PIECE SAMPLE