

DISCOVER PUERTO RICO

DIGITAL MARKETING RECAP
MARCH 2021

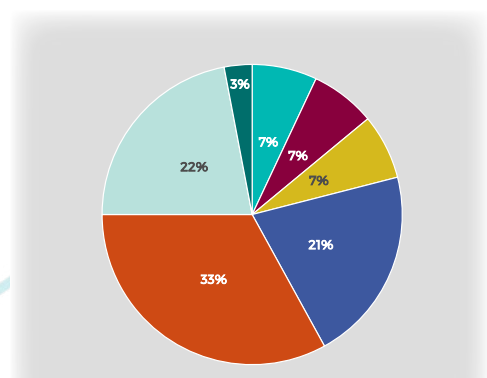


MEDIA RECAP

Our media investment continued to be largely our Cares Act placements. We had a new addition to the media program with our first Spot TV flight, which had nearly 100,000,000 impressions. The spots were shown in NYC, Philadelphia, Boston, Baltimore, Chicago, and Washington DC. The top-performing programming included NCAA March Madness, Jeopardy, Saturday Night Live, The Masked Singer, and Chicago PD. Awareness continues to climb with over 20.5 million video views across our digital video placements including, programmatic, social, and YouTube. Our OTT investment had 15.7 million impressions and continues to perform above the benchmark completion rate.



CREATIVE SAMPLE FROM DIGITAL DISPLAY



MONTHLY MEDIA MIX

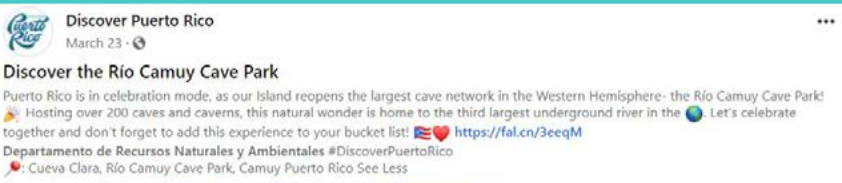
SOCIAL MEDIA RECAP

We have continued our It's Time to Plan messaging, along with the Work in Full Color campaign. On International Women's Day, we launched our #WomensHistoryMonth video series, featuring successful local female entrepreneurs. Important events like the Annual Artisans Fair in Ponce and the reopening of the Río Camuy Cave Park were also covered.

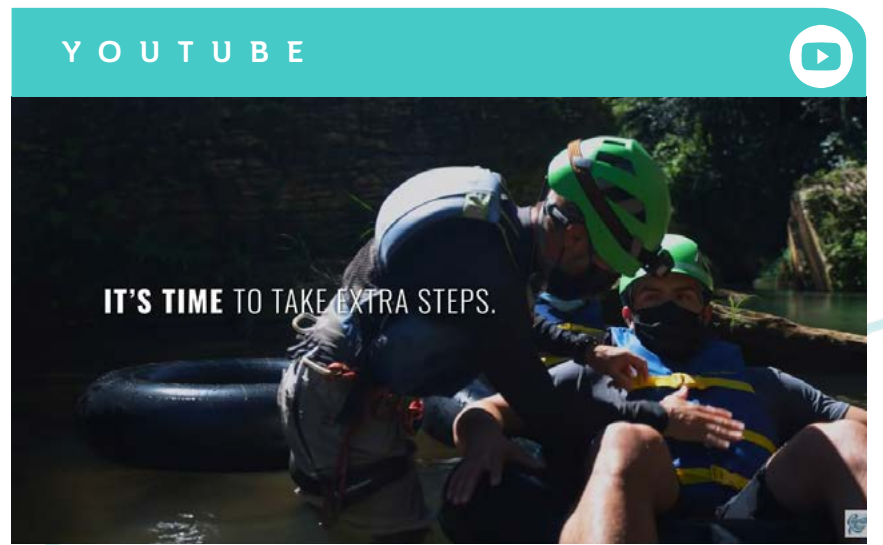
Municipalities featured in March:

San Juan, Maunabo, Rincón, Adjuntas, Utuado, Arecibo, Cabo Rojo, Guayanilla, Guánica, Camuy, Caguas, Aguadilla, Ponce, Sabana Grande, Cataño, Aibonito, Manatí, Isabela, Comerío

FACEBOOK



Our **top performing Facebook** post was the video announcement of the **reopening of the Río Camuy Cave Park**, which garnered (with paid social ads) **201.8K users** and **71.2K video views**.



On March, we uploaded a total of 11 new videos to our channel. Our **top performing YouTube video** of the month was from the It's Time to Plan campaign, accumulating with paid advertising **1.8M views** in March, and over **2.7M views** since published.

INSTAGRAM



Our **top Instagram performer** was a UGC post that featured Old San Juan, organically garnering over **7.7K likes** and reaching more than **102K users**.



WEB CONTENT RECAP

DISCOVERPUERTORICO.COM



- Users: 837,329 (+226% YoY)**
- Sessions: 1,155,181 (+271% YoY)**
A session is the period time a user is actively engaged with the website.
- Pageviews: 1,901,803 (+242% YoY)**
Total number of pages viewed.
- Avg. Session Duration: 2:03 minutes (+27% YoY)**
This measures the average length of each session. More than one minute is great!
- Bounce Rate: 60% (-9% 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

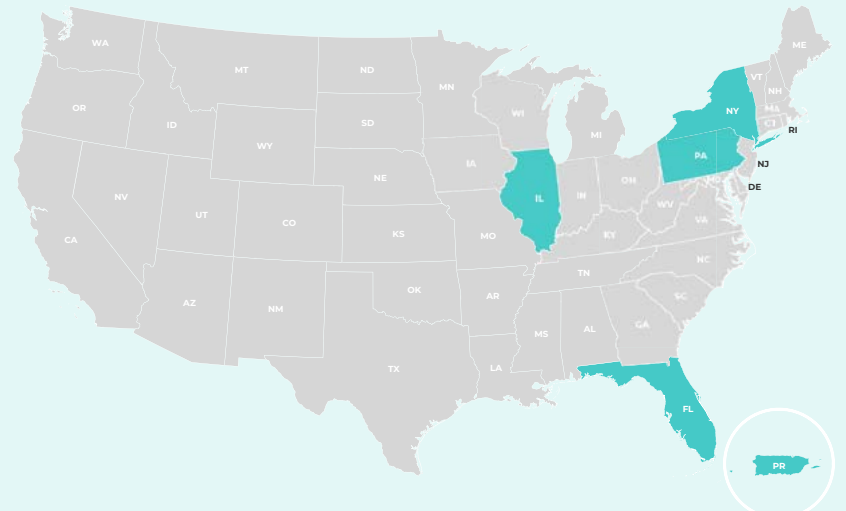
- [1. International Women's Day landing page](#)
- [2. Win a Trip to Work from Puerto Rico](#)
- [3. Guide to Planning the Perfect Road Trip](#)
- [4. Best Places to Have Brunch in the Metro Area](#)

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



Guide to Planning the Perfect Road Trip

Paradise is a no-passport-needed flight away! Pack a bag, grab your sunglasses and a camera of course! and head out on an ultimate tropical road trip adventure. Puerto Rico road trips are diverse, colorful, and unforgettable. The best part? It's never far from the beach or the mountains. Puerto Rico is approximately 100 miles long and 25 miles wide, which means you can get across the island in a few hours and, therefore, plan multiple road trips for your getaway!

And being the expert road tripper, it's a great idea to follow the destination, the landscape, and more explore how other people live. From scenic views to lush mountain forests, urban drives, and country getaways, Puerto Rico is teeming with natural beauty and thrilling experiences for every traveler looking to Puerto Rico right now.



Here's a guide to planning the perfect stay!

Book the flight and pack

You'll want to book your flight to Puerto Rico by checking an early flight, especially if your travel itinerary involves a connecting flight to LBJ.

No, you don't need a passport if you're a U.S. citizen to enter Puerto Rico. All you need is a valid ID with a photo as you would if you travel anywhere else in the country.

Note: Be sure to check our [Travel Guidelines](#) for additional information, such as the requirement of a negative molecular COVID-19 test and filing a Travel Declaration Form.

Since Puerto Rico isn't a state, you don't need to worry about whether you're in Puerto Rico or not. You'll just need to be aware of the time zone and the fact that Puerto Rico is a separate territory from the rest of the United States.

When planning, be sure to consider whether the sites for day and night, the weather in Puerto Rico is more temperate from 70 to 80 degrees Fahrenheit for most of the year and the occasional rain shower. So, always pack your Puerto Rico essentials, including your car, your smartphone and your passport. There's a lot of exciting things to do in Puerto Rico, whether it's a relaxing, historic, modern, or, also, there are convenience stores.

CONTENT PIECE SAMPLE