

# DISCOVER PUERTO RICO

DIGITAL MARKETING RECAP  
APRIL 2021

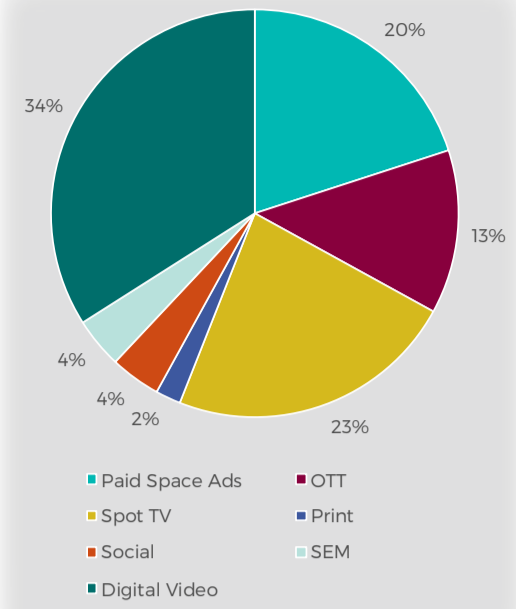


## MEDIA RECAP

Discover Puerto Rico executed a robust media program in April, including investments from both CARES Act and CDBG-DR funds. Notable new mediums included a Spot TV flight in six primary markets and the introduction of Print targeting the luxury segment. The media focus continues to be generating awareness and keeping Puerto Rico in consumers' consideration sets for future travel plans with the "It's Time to Plan" campaign, highlighting health and safety messaging throughout.



CREATIVE SAMPLE FROM PRINT



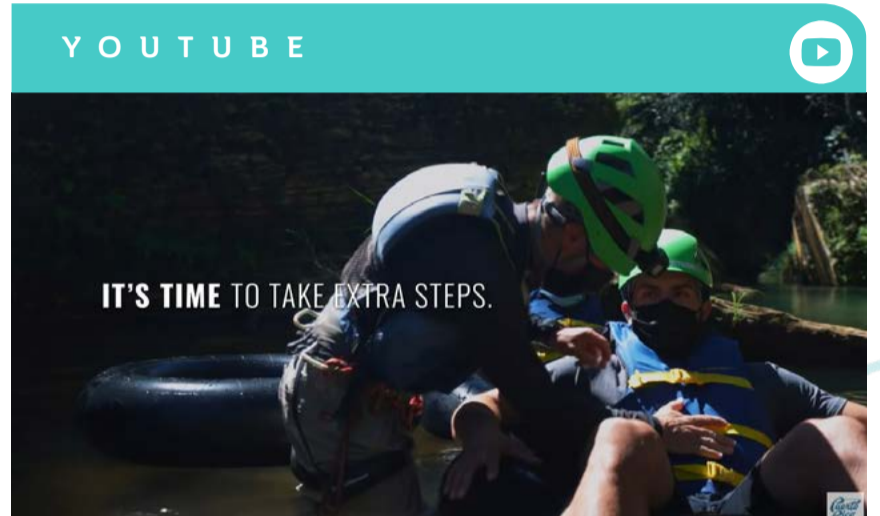
MONTHLY MEDIA MIX

## SOCIAL MEDIA RECAP

In April 2021, the DMO continued "It's Time to Plan/ It's Time to Book" messaging, launching the "It's Time to Explore" video series on Earth Day and the Deskover Puerto Rico contest. We continued the Remote Work campaign while notifying visitors of the new travel guidelines established on April 28th. We covered important events like the reopening of the airports in Aguadilla and Ponce and the new Toro Bike zipline in Toro Verde. At the end of the month, we launched the Puerto Rico Road Trip map in collaboration with the Advance Auto Parts sweepstakes.

Municipalities featured in April:

**Aguadilla, Arecibo, San Juan, Cabo Rojo, Guánica, Guayama, Loíza, Río Grande, Fajardo, Quebradillas, Jayuya, Hatillo, Bayamón, Carolina, Vega Baja, Ponce, Isabela, Patillas, Orocovis, Cayey, Yabucoa, Vieques, Humacao, Utuado, Yauco, Coamo, Salinas, Barranquitas**



In April, a total of seven new videos were uploaded to Discover Puerto Rico's YouTube channel, gaining **217 new subscribers**, and garnering **4.4M views**. The **top-performing YouTube video** of the month featured "It's Time to Plan" messaging. With paid advertising, it garnered **1.9M views** in April and **4.9M views** since published.

## FACEBOOK



Discover Puerto Rico is in Cabo Rojo, Puerto Rico.  
Apr 4 · 🌐

Meet us where the blue sky has no end, and the clouds reflect perfectly on the turquoise water below. Stop daydreaming about Puerto... See More



Discover Puerto Rico's **top-performing Facebook post** featured the Playuela Beach in Cabo Rojo, garnering (with paid ads) a total of **214.4K impressions**, **183.6K users**, and **1.7K engagements**.

## INSTAGRAM



The **top Instagram performer** was an announcement post for the Instagram Live from the new Toro Bike zipline opening in Orocovis, organically generating **82.9K impressions** and reaching **78.4K users**. This post was saved by users **461 times**.



## WEB CONTENT RECAP

### DISCOVERPUERTORICO.COM



• **Users:** 1,005,922 (+543% YoY)

• **Sessions:** 1,357,375 (+585% YoY)  
A session is the period time a user is actively engaged with the website.

• **Pageviews:** 2,177,946 (+501% YoY)  
Total number of pages viewed.

• **Avg. Session Duration:** 1:51 minutes (-2% YoY)  
This measures the average length of each session. More than one minute is great!

• **Bounce Rate:** 63% (-2% 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. **Most Beautiful Waterfalls in Puerto Rico**

### Most read pages and articles

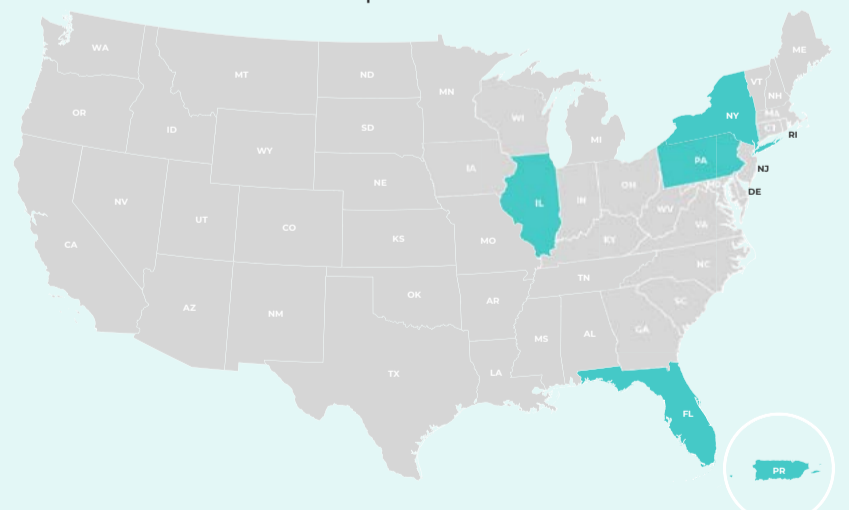
1. **Travel Guidelines**
2. **Visitor Health & Safety Guidelines**
3. **Homepage**
4. **Win a Trip to Work from Puerto Rico**
5. **Seven Days of Puerto Rico for First Time Visitors**

**Total partner referrals to date: 559,659**

• **Referrals for April: 61,670 (-3% MoM)**

### Top Locations for Website Visitors

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



### Most Beautiful Waterfalls in Puerto Rico

Hike on the great outdoors and unwind just around the river bend. When you think of a Caribbean island, the first things that come to mind are stunning beaches, sipping fruity cocktails, and relaxing under the sun. But beyond the shores of Puerto Rico, you can find some of the most spectacular natural landscapes the tropical island has to offer.

If you have an adventurous soul and a daring mind, the Caribbea Catedral and La Sirena de Luceña should be on your itinerary for places to visit. The chain of mountains that run through the center of Puerto Rico and the east coast, respectively, are swaying with streams, rivers, and yes—waterfalls!

Take up to the river bend to disconnect from the rest of the world... at Baso for a white! Baso is the heart of the mountains and ends in the serene river of the Caribbean. Enjoy a nice hike through a rainforest or diving along the Paganos House and finish off your trip with a relaxing cocktail!

CONTENT PIECE SAMPLE