

# DISCOVER PUERTO RICO

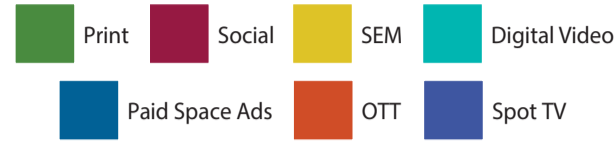
DIGITAL MARKETING RECAP  
MAY 2021



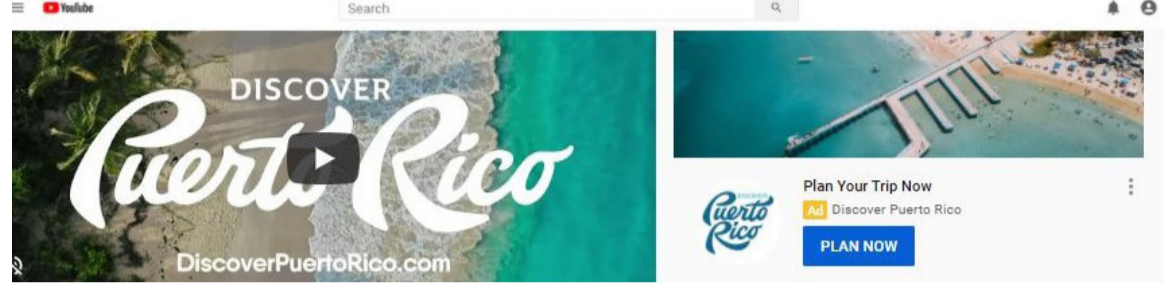
## MEDIA RECAP

Discover Puerto Rico had a very robust media presence in May, placing funds from CARES Act and CDBG-DR. According to ADARA, the campaigns generated \$3,859,059 in revenue, which is the highest since tracking began. Arrivalist showed an 88% lift for the month, meaning consumers exposed to Discover Puerto Rico's media are 88% more likely to arrive on the Island than those not exposed. New launches for the month included a YouTube Masthead and programs with TripAdvisor.

### MONTHLY MEDIA MIX



### CREATIVE MEDIA SAMPLE



## SOCIAL MEDIA RECAP

In May 2021, Discover Puerto Rico promoted the Instagram Map, featuring a road trip around the Island and sights to enjoy in each region, and concluded the Deskover Puerto Rico contest while continuing the "It's Time to Plan" messaging. Activations like the Advance Auto Parts sweepstakes and National Travel and Tourism Week were amplified as well. The "It's Time to Explore in Puerto Rico" video series was shared while keeping consumers updated on the latest travel guidelines. In addition, to cover this summer's opening of the new Cueva León attraction, the social media team broadcast an Instagram Live from Arecibo, with the information consumers need to visit this new experience on the Island.

Municipalities featured in June:

**Río Grande, San Juan, Yabucoa, Orocovis, Salinas, Guánica, Ciales, Carolina, Cidra, Cabo Rojo, Vieques, Ponce, Rincón, Maunabo, San Sebastián, Arecibo, Naranjito, Bayamón, Aibonito, San Germán, Culebra, Loíza, Utuado.**

### FACEBOOK



Discover Puerto Rico's **top-performing Facebook post** invited consumers to take a quiz and plan the perfect road trip in Puerto Rico according to their personality. With paid advertising, this post garnered **142.4K** impressions, **3.4k** interactions, and reached **109.1K** users.

Road trip quiz time! 🕒 Did you know each personality matches a different road trip excursion in Puerto Rico? 😊 Find out which is your ideal Island trail to get the experience you've been dreaming of: <https://fal.cn/3fG2L>.  
#DiscoverPuertoRico

📍: El Yunque National Forest, Río Grande Puerto Rico



### INSTAGRAM



May's **top-Instagram performer** was a picture shared from a consumer featuring Cabo Rojo. This UGC picture generated organically a total of **69.5K** impressions, **3.9K** reactions, and reached more than **67.8K** social media users.



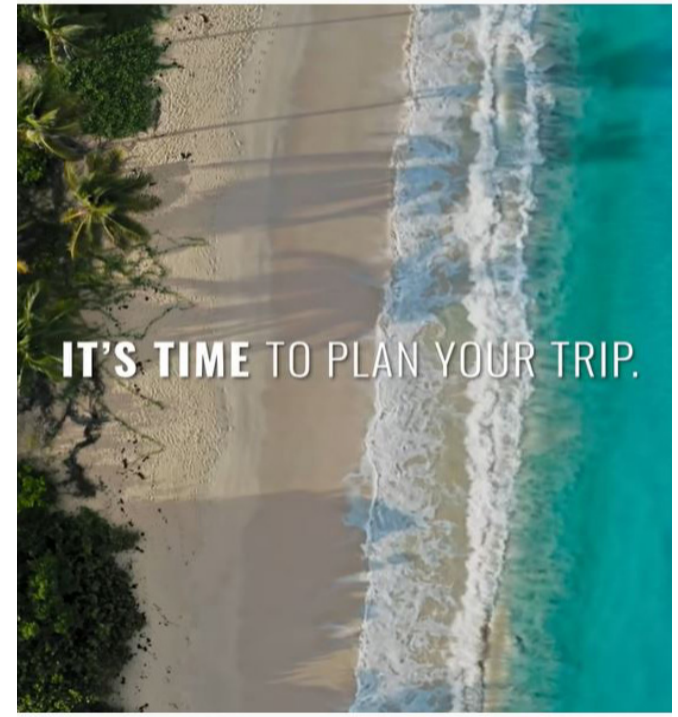
discoverpuertorico Just another perfect day in #PRdise. PR What experience in Puerto Rico is at the top of your bucket list? #ItsTimeToPlan #DiscoverPuertoRico  
📷: @unamasymevoy\_  
📍: Boquerón, Cabo Rojo Puerto Rico

PR Passengers arriving without a PCR molecular test will be fined and required to obtain a PCR molecular test on the Island within 48 hours of their arrival. Find out more on the link on our bio.

### YOUTUBE



In May 2021, Discover Puerto Rico uploaded five new videos to its YouTube channel, gained **534 new subscribers**, and garnered **5.1M views**. The **top-performing YouTube video** is part of the "It's Time to Plan" messaging and generated 2.5M views in May and 5.7M views since published.



@DiscoverPuertoRico

@discoverpuertorico

@discover\_PR

Discover Puerto Rico

## WEB CONTENT RECAP

DISCOVERPUERTORICO.COM



• **Users: 995,670 (+368% YoY)**

• **Sessions: 1,418,884 (+415% YoY)**  
A session is the period time a user is actively engaged with the website.

• **Pageviews: 2,309,194 (+377% YoY)**  
Total number of pages viewed.

• **Avg. Session Duration: 01:42 minutes (+9% YoY)**  
This measures the average length of each session. More than one minute is great!

• **Bounce Rate: 62% (-5% 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.

### Most read pages and articles

1. [Travel Guidelines](#)
2. [Visitor Health & Safety Guidelines](#)
3. [Homepage](#)
4. [Seven Days of Puerto Rico for First Time Visitors](#)
5. [Outdoors](#)

### New content pieces

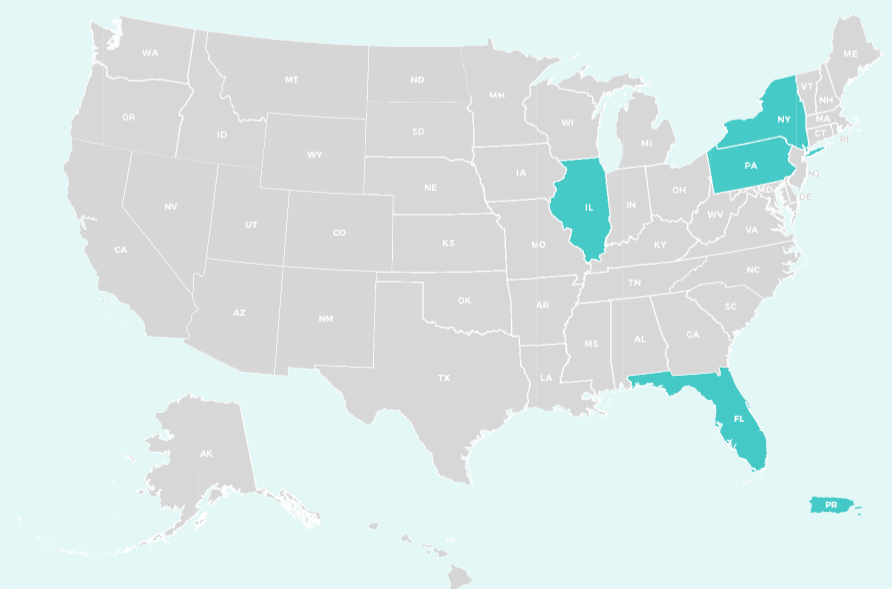
1. [RV Trips around Puerto Rico](#)
2. [Quiz: Which Region is Best for You?](#)
3. [Quiz: Which Route Matches Your Personality?](#)

Total partner referrals to date: 633,415

• Referrals for May: 73,756 (+20% MoM)

### Top Website Visitors' Locations

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



### CONTENT PIECE SAMPLE



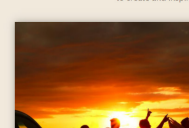
#### RV Trips around Puerto Rico

Is there anything more carefree than cruising through nature? There's something ethereal about connecting with nature from the moment you wake up to the moment you fall asleep. A genuine detachment from the fast-paced life and total immersion with your surroundings bring a level of serenity that can only be sourced from nature. And Puerto Rico is the ideal destination for it.

Imagine driving across the Cordillera Central on La Sierra de Luquillo (yes, through mountains and lush landscapes), breathing the fresh Caribbean air, finding the perfect resting spot, and falling asleep under the stars while coqui serenades you. Or, rolling down the windows as you cruise the heart and soul of the Caribbean's coastline and set to rest while enjoying some of the most astonishing sunsets in Puerto Rico.

If that's the peace and tranquility you seek in your next vacation, renting a mobile home or an RV (recreational vehicle) to explore beautiful sights and have exciting adventures is for you. Staying through Puerto Rico allows you to move at your own pace, gives you the freedom to extend your stay, and change directions as you wish. Flexibility and downtime, that's what it's all about.

We break it down by days, but whatever you opt for a quiet seaside escape or a refreshing mountain campsite, or both, pick and choose some of these recommendations to create and enjoy your itinerary!



**Note:** It is best – and easier – to book your campsite and lodging permits in advance through your mobile home rental company. Businesses like [Vine & Van Generals](#), [Maunabo](#) and [Puerto Rico Van Trip](#) offer all the glowing amenities you'll need to discover Puerto Rico. Still, you have to bring your food, water, and personal items.