

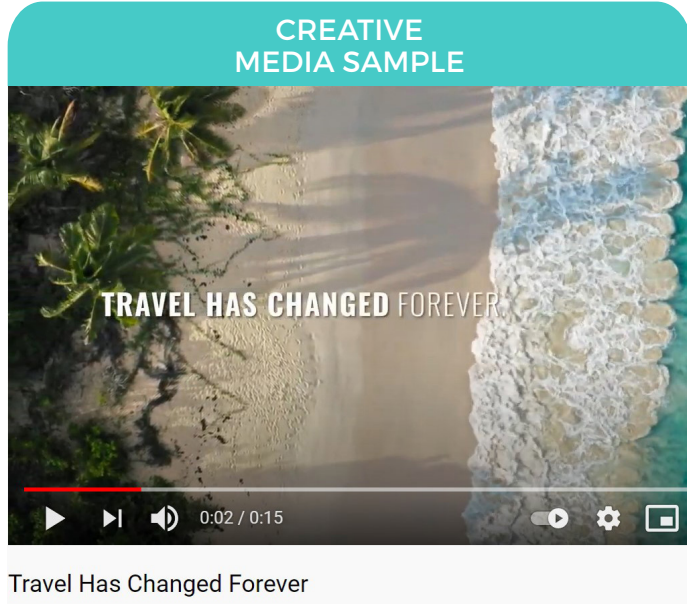
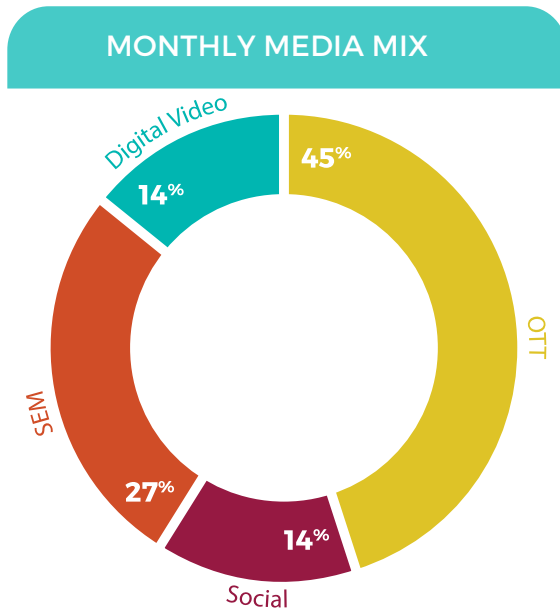
DISCOVER PUERTO RICO

DIGITAL MARKETING RECAP
JULY 2021



MEDIA RECAP

In July, Discover Puerto Rico's media investment was drastically reduced with the completion of both the CARES Act and CDBG-DR Tranche 1 campaigns. With record-breaking hotel tax revenues, media flighting maintained a light presence for the month to safeguard budgets to impact future need periods. Creative continues to be a mix of inspiration and health and safety as part of the "It's Time to Book" campaign.



SOCIAL MEDIA RECAP

In July, Discover Puerto Rico continued the "It's Time to Plan" / "It's Time to Book" messaging on all social channels. To celebrate National Piña Colada Day, the "How I Colada" Challenge was launched. The team broadcast a total of four lives from various parts of the Island, which included a tour of the Dulzura Borincana factory in Moca, a cocktails demo at La Factoría in Old San Juan, a visit to the urban art project Yaucromatic in Yauco, and a bomba class in Loíza. Quizzes like "How Well Do You Know Puerto Rico?" developed by the web content team, were also amplified. To join the Olympics conversation, Twitter was used to wish the athletes luck before every participation and during the opening and closing ceremonies. During the Olympics' July dates, Twitter saw an increase of 23.6% in impressions. That number kept increasing as the Olympics extended into August.

Municipalities featured in June:

Lajas, Moca, San Juan, Río Grande, Utuado, Fajardo, Carolina, Dorado, Cabo Rojo, Ponce, Las Marías, Manatí, Ciales, Añasco, Vieques, Yauco, Orocovis, Vega Baja, San Sebastián, Jayuya, Loíza.

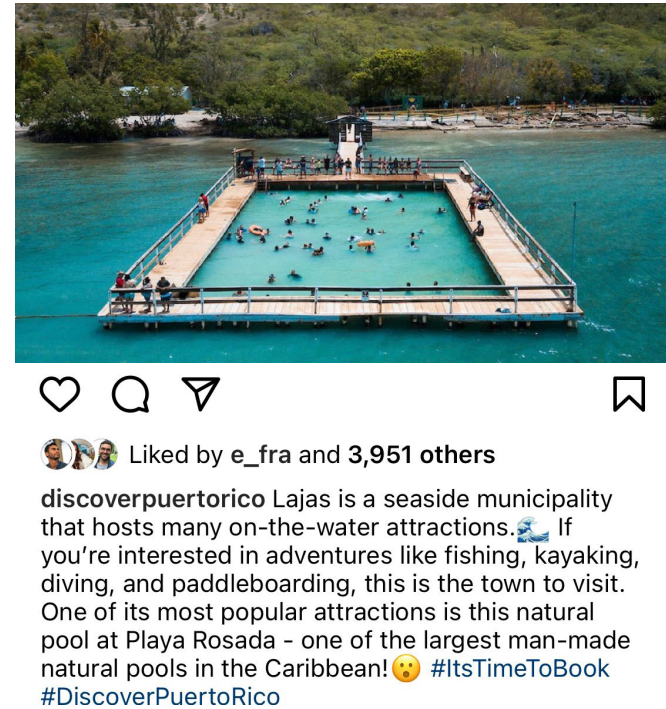
FACEBOOK

The [top-performing Facebook post](#) for July 2021 was a UGC post asking users what they feel when they see Puerto Rico on the horizon from a plane. Organically, this post generated 109.4K impressions, 1K likes and reached 108K users.



INSTAGRAM

The [top-performing Instagram post](#) for July 2021 is about Playa Rosada, located in the municipality of Lajas. This post generated 87.3K organic impressions, 4.6K engagements and was saved by users 544 times.



YOUTUBE

In July 2021, Discover Puerto Rico gained 155 new subscribers on YouTube. The [top-performing video](#) includes the "It's Time to Plan" messaging and generated with paid advertising 228.9K views in July and 7.8M views since published.



@DiscoverPuertoRico

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Discover Puerto Rico

WEB CONTENT RECAP

DISCOVERPUERTORICO.COM
(07/01/2021 - 07/31/2021)

• **Users:** 597,613 (+66% YoY)

• **Sessions:** 867,917 (+71% YoY)
A session is the period time a user is actively engaged with the website.

• **Pageviews:** 1,556,330 (+102% YoY)
Total number of pages viewed.

• **Avg. Session Duration:** 2:20 minutes (+17% YoY)
This measures the average length of each session. More than one minute is great!

• **Bounce Rate:** 55% (-12% 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. [Homepage](#)
3. [Visitor Health & Safety Guidelines](#)
4. [Things to Do](#)
5. [Exploring Puerto Rico's Bioluminescent Bays](#)

New content pieces

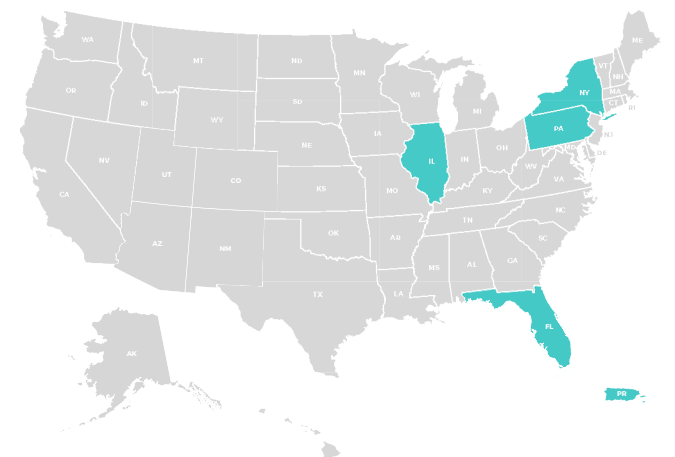
1. [Vegan and Vegetarian Spots in Puerto Rico](#)
2. [Swings and Benches to Visit in Puerto Rico](#)
3. [Plan Your Wellness Getaway in Puerto Rico](#)

Total partner referrals to date: 788,825

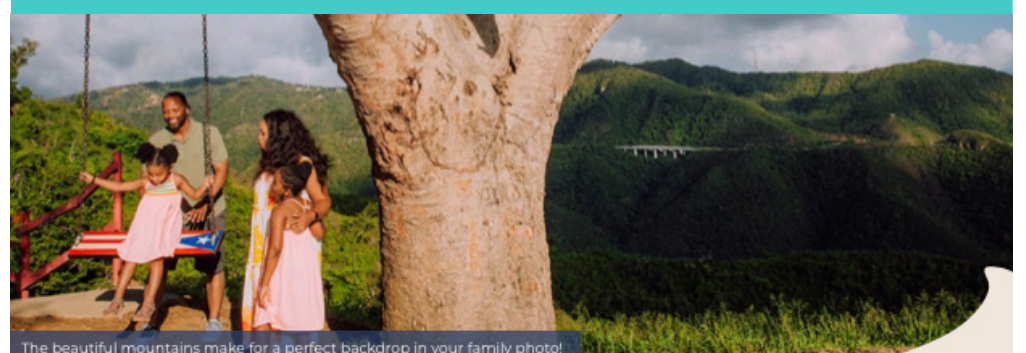
• Referrals for July: 73,584 (-10% MoM)

Top Website Visitors' Locations

- San Juan
- Chicago
- New York
- Philadelphia
- Orlando



CONTENT PIECE SAMPLE



The beautiful mountains make for a perfect backdrop in your family photo!

Swings and Benches to Visit in Puerto Rico

Don't miss the best photo opportunities on the Island.

Whether you bring a camera or just your smartphone on vacation, it's safe to say you'll be taking hundreds – to say the least, of pictures while you're away from home. Especially if you travel to a sexy, hot, Caribbean paradise like Puerto Rico... how can you resist?

Think about it! Beautiful beaches, lush mountains, historic sites, dramatic coastlines, and more serve as the backdrop of unforgettable memories. Naturally, it would be nearly impossible to set your camera down, and we don't blame you. Even locals take advantage of their surroundings to pose for the lens!

And, although nature itself delivers the most astonishing scenery on the Island, there are some trendy spots you shouldn't miss. These locations are perfectly placed and set explicitly for that cool snapshot that'll give your friends and family back home major FOMO (that's fear of missing out in social lingo... LOL).