



# MONTHLY REPORT

JUNE 2022



## 266 TOTAL LISTINGS

IMPACTED IN JUNE

## 1,349 TOTAL LISTINGS

IMPACTED YTD

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## 333 LISTINGS

PHASE 1 COMPLETED YTD

## 151 BUSINESSES

PHASE 1 COMPLETED YTD

## 182 POI

PHASE 1 COMPLETED YTD

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## 375 NEW BUSINESSES

ADDED TO DISCOVER PUERTO RICO WEBSITE YTD

## 19 MUNICIPALITIES

IMPACTED YTD

AGUADA  
AGUADILLA  
ANASCO  
CABO ROJO  
LAJAS  
GUANICA  
MAYAGÜEZ

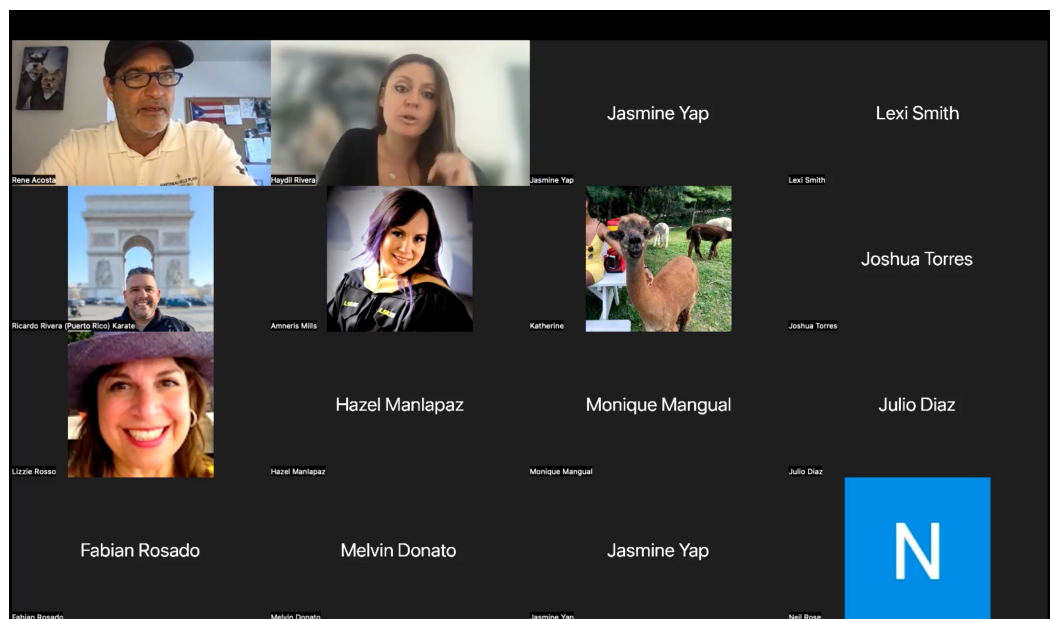
ISABELA  
SAN SEBASTIAN  
LAS MARIAS  
HORMIGUEROS  
LARES  
RINCON  
YAUCO  
MOCA

## 98% REGION COMPLETION

# BUSINESSES



La IDEA program finished its fourth month in the West Region impacting 98% of the listings in our database. Last month, the program was able to host a group session for Viva Puerto Rico- an organization that unites short-term rental owners around the Island. Properties such as *Martineau Belle Playa*, *Casa Blanca del Mar Retreat*, *West Indies Vacation Rentals*, and *Villa Iguana*, participated in La IDEA virtual seminar to learn how to improve their exposure on the different digital platforms.





# MUNICIPALITIES



In partnership with Mayors and Tourism Directors, we continue coordinating group sessions with the goal of expanding our reach. So far, we have impacted all 19 municipalities in the West region, helped them improve the visibility of the main POI and attractions of their town, and trained them to become Google Local Guides.







# 182 POINTS OF INTEREST

PHASE 1 COMPLETED YTD

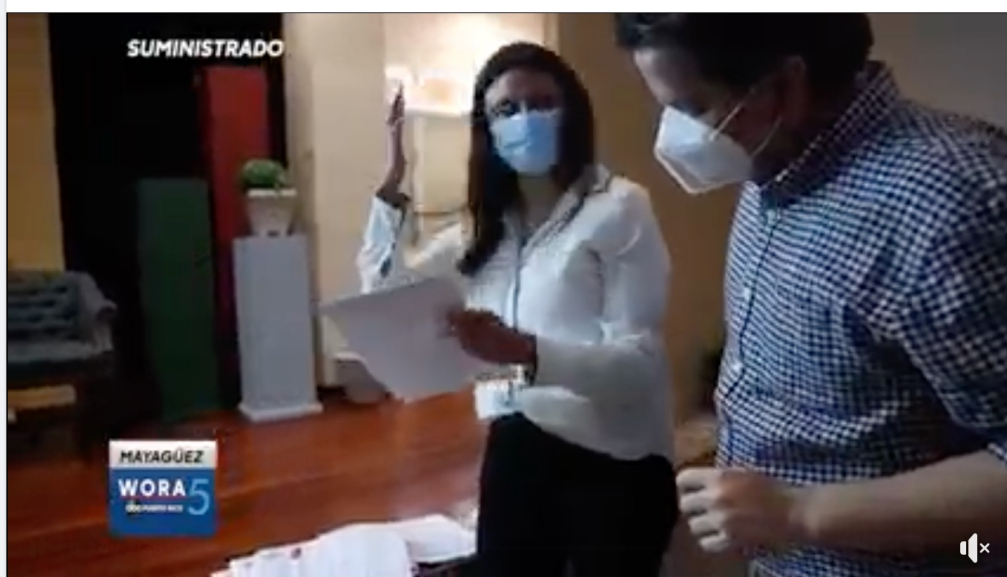
- ✓ Alcaldía de San Germán
- ✓ Alcaldía de San Sebastián
- ✓ Alcaldía de Yauco
- ✓ Antigua Central La Plata
- ✓ Avión Abandonado en Aguadilla
- ✓ Busto Miguel F. Rossy
- ✓ Busto Ramón Power
- ✓ Busto Santiago Palmer
- ✓ Ceiba De La Libertad
- ✓ Cerro Gritadero
- ✓ Charco Piazza
- ✓ Domes Beach
- ✓ Edificio José A. De Diego
- ✓ Francisco Mariano Quiñones Recreational Plaza
- ✓ Fuerte de la Concepción
- ✓ Guajataka Scout Reservation
- ✓ La Escalinata
- ✓ Lago Guajataka
- ✓ Lago Lucchetti-Area de acampar
- ✓ Las Dos Ceibas
- ✓ Macro Mural Brisa Tropical
- ✓ Merendero de Guajataka
- ✓ Mirador de Guajataka
- ✓ Monumento a los Fundadores de Mayagüez

Yaucromatic,  
Yauco Puerto Rico



# HIGHLIGHTS OF THE MONTH

## WORA TV- West Region Summary



WORA-TV

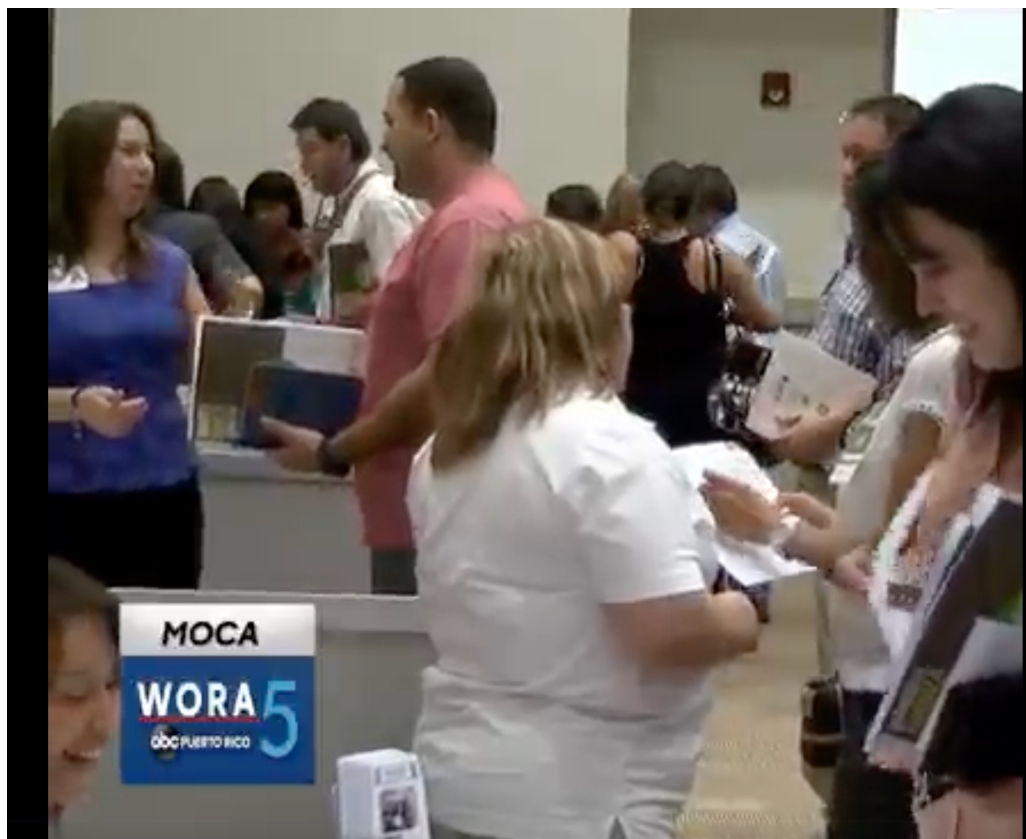
June 30 at 5:11 PM · 🌐

Discover Puerto Rico lanza nuevo proyecto que ayuda a los comerciantes a mejorar su presencia digital, con el fin de atraer más clientes.

Interesados pueden co... See more

<https://fb.watch/e8nKVCqd3-/>

## MOCA Seminar Promoted in ABC5



[https://fb.watch/e8nQeAlf\\_Y/](https://fb.watch/e8nQeAlf_Y/)