

DISCOVER PUERTO RICO

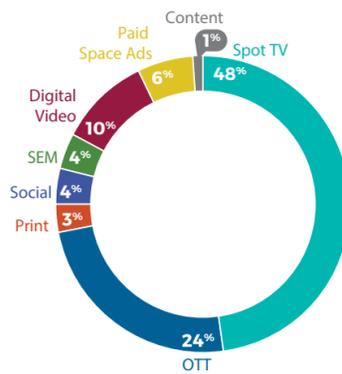
DIGITAL MARKETING RECAP
JANUARY 2022



MEDIA RECAP

January was the last full month of media supported by CDBG-DR funds, including an incremental investment allocated towards Spot TV. Core media budget launched during the month and will be full scale in February, in addition to ARP investments. The messaging continued to be "It's Time to Book," highlighting both health & safety and inspiration with a focus on impacting and supporting the Island's high season. Spot TV was placed in three markets, including Boston, Philadelphia, and Dallas. Discover Puerto Rico maintained a national presence with print placements and supported digital investments to entice conversion.

MONTHLY MEDIA MIX



CREATIVE MEDIA SAMPLE



SOCIAL MEDIA RECAP

In January 2022, Discover Puerto Rico continued the #2022StartsHere campaign on its consumer social media channels to promote travel to the Island during the first quarter. The #ItsTimeToBook messaging was also promoted, while providing important updates on Travel Guidelines. To continue the celebration of Old San Juan's 500th anniversary, the team launched the "Walking Tours Not to Miss in Old San Juan" Instagram Reel series, with three videos focused on history, cocktail, and architecture tours travelers can enjoy in the walled city. The "Puerto Rico Sunshine" color creation in collaboration with the Pantone Color Institute and ECOS Paints was announced, and the "Sunshine to Spare" sweepstakes was launched.

Municipalities featured in January:

Vega Baja, Loíza, Coamo, Juana Díaz, Cayey, Jayuya, San Juan, San Sebastián, Orocovis, Río Grande, Dorado, Quebradillas, Corozal, Rincón, Cabo Rojo, Comerío, Aguadilla, Toa Baja, Fajardo, Isabela.

FACEBOOK



January's [top performer on Facebook](#) was the post dedicated to the announcement of the reopening of the El Portal de El Yunque visitor center. This post generated 327K impressions and reached 231K social media users with paid promotion. However, the post users engaged with the most was the official announcement of the Puerto Rico Sunshine Pantone color creation, which was also promoted and generated 9K engagements.



@DiscoverPuertoRico

INSTAGRAM



Instagram's [top performer](#) in January was a UGC post. Organically, this post generated 57K impressions. On the other hand, just like on Facebook, the post that users engaged with the most was the official announcement of the Puerto Rico Sunshine Pantone color with 5K Instagram engagements.

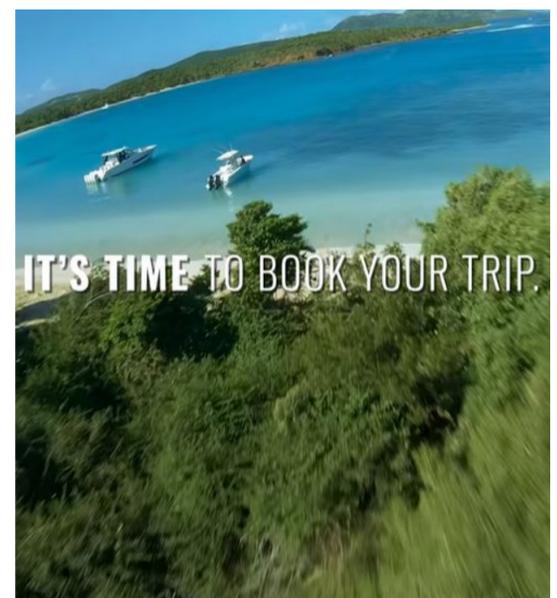


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YOUTUBE



In January 2022, Discover Puerto Rico uploaded two new videos and generated 162 new subscribers. The [top performer of the month](#) was a video with the "It's Time to Book" messaging. It generated 982K views in January and 7M views since published.



Discover Puerto Rico

WEB CONTENT RECAP

DISCOVERPUERTORICO.COM
(01/01/2022 - 01/31/2022)



• **Users: 972,963 (+75% YoY) | Organic: 662,310 (+118%)**

• **Sessions: 1,403,363 (+93% YoY)**
A session is the period time a user is actively engaged with the website.

• **Pageviews: 2,282,822 (+104% YoY)**
Total number of pages viewed.

• **Avg. Session Duration: 02:02 minutes (+13%)**
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.

Most read pages and articles

1. [Travel Guidelines](#)
2. [Homepage](#)
3. [Visitor Health & Safety Guidelines](#)
4. [Sunshine to Spare Sweepstakes](#)
5. [Things to Do](#)

New content pieces

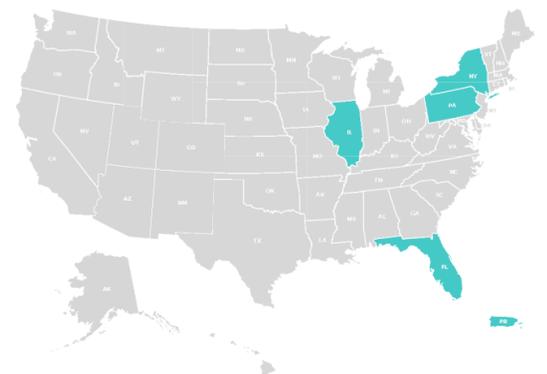
1. [Top Six Outdoor Activities and Adventures for Your Group](#)
2. [Choose a Puerto Rican Coffee Hacienda for your Event Venue](#)
3. [Sunshine to Spare landing page](#)
4. [Where to Go Camping in Puerto Rico](#)

Total partner referrals to date: 1,105,132

• Referrals for January: 64,045 (+11% MoM)

Top Website Visitors' Locations

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



CONTENT PIECE SAMPLE



Share in the Sunshine

Craving that warm Puerto Rican sun? Now you can experience it anytime, anywhere in the U.S!

From the sunrises of Fajardo to the sunsets of Rincón, Puerto Rico has sunshine to spare. If you've ever wished you could bottle it up and bring it home with you...now you can! We partnered with **Pantone Color Institute**® and **ECOS Paints**® to re-create the vibrant red-orange shade of our sunny skies to brighten up your world during the darkest winter months. Introducing Puerto Rico Sunshine!

SHOP LIMITED-EDITION PUERTO RICO SUNSHINE FROM ECOS PAINTS •



An exuberant and exotic sun-kissed orange shade infused with energizing warmth and a gregarious presence, **Puerto Rico Sunshine** wraps you in a welcoming and joyful embrace. Animated in style with an enticing allure, Puerto Rico Sunshine celebrates the openhearted spirit, passionate character and flamboyant nature of this lush tropical paradise.

Sunshine in a Can

Experience this warm and energizing color with limited-