

DISCOVER PUERTO RICO

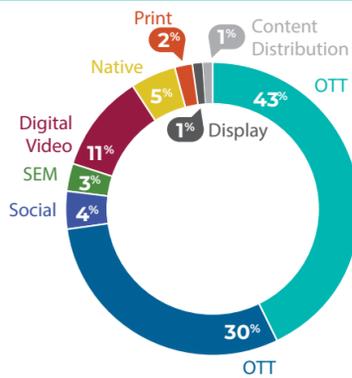
DIGITAL MARKETING RECAP
FEBRUARY 2022



MEDIA RECAP

CDBG-DR media concluded on February 4th, with ARP and Core media plans activated on February 14th. The paid media strategy continued to emphasize high funnel placements to generate awareness while entering new markets for the first time with ARP funds. New markets include Cleveland, San Antonio, Austin, Nashville, Detroit, Indianapolis, Columbus, Minneapolis/St. Paul, Cincinnati, St. Louis, and Buffalo. Seven of the new markets were supported with Spot TV, while all received OTT and digital placements with ARP. Core media continued in primary markets. Messaging continued to be "It's Time to Book" with a mix of inspiration and health & safety.

MONTHLY MEDIA MIX



CREATIVE MEDIA SAMPLE



Ad by Discover Puerto Rico

It's Time for New Worlds

Your next adventure is waiting in Puerto Rico. No passports needed. #ItsTimetoBook

SOCIAL MEDIA RECAP

In February 2022, the social media team continued promoting the Sunshine to Spare sweepstakes and Frontier's new airplane tail contest, in which our Puerto Rican Coquí Llanero competed against endangered animal species from five other destinations. The "Pass the Pigskin" video was launched on social channels in time for the Super Bowl night, in which the team live-tweeted promoting the Puerto Rico Sunshine color. As part of the Sunshine to Spare campaign, the team highlighted the debut of the Puerto Rico Sunshine color on the catwalk of New York Fashion Week with a series of posts about its designer, Christian Cowan. The posts featured the designer's visit to the Island and the inspiration behind the garment. Important events across the Island were also highlighted, including the Puerto Rico Open, the Ponce Carnival, and the James Beard Foundation Taste America event.

Featured municipalities:

Rincón, Cabo Rojo, Río Grande, Salinas, San Juan, Dorado, Ponce, Orocovis, Ciales, Jayuya, Bayamón, Carolina, Isabela, Guayama, Aguadilla, Guayanilla, Arroyo.

FACEBOOK



February's [top-performing post](#) was the Facebook Album dedicated to unique accommodations in Puerto Rico. With paid advertising, this album featured 28 lodging options across the Island, generated 693.5K impressions, 4.7K engagements, and reached 466.8K social media users.



Discover Puerto Rico added 28 new photos — with **Ponce Plaza Hotel and Casino** and 5 others.

Feb 15 · 🌐

Planning a trip to Puerto Rico? 🇵🇷 Deciding where to stay is usually one of the travelers' top priorities. Lucky you, we have collected... See More

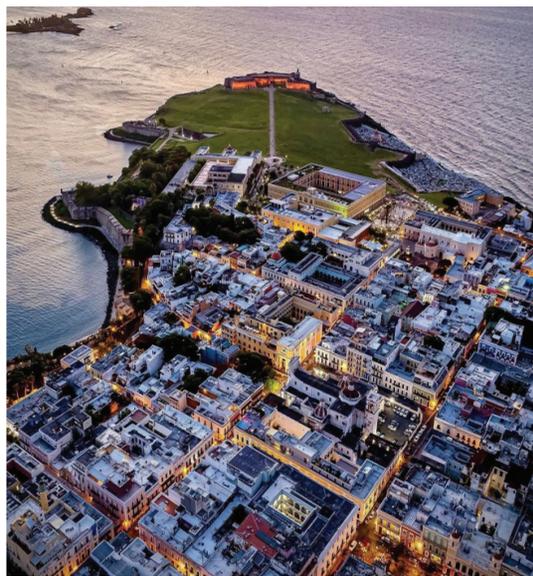


@DiscoverPuertoRico

INSTAGRAM



On Instagram, [February's top-performer](#) was a UGC post that featured Old San Juan. Organically, the post reached 181.3K users and generated 185.5K impressions and 7.8K engagements.



Liked by renatobrasil13 and 7,295 others

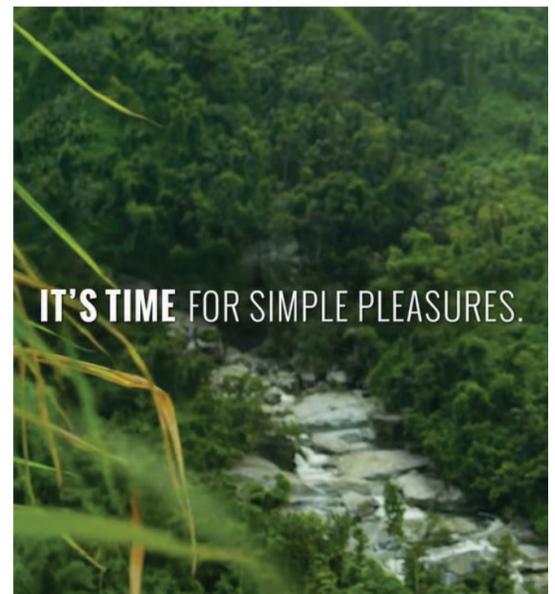
discoverpuertorico Did you know that San Juan is home to more than 400 historical buildings? You can

@discoverpuertorico

YOUTUBE



In February 2022, Discover Puerto Rico's YouTube channel uploaded five new videos and generated 3.7M views and 158 new subscribers. The [top-performer of the month](#) called "It's Time for Dramatic Backdrops" generated 2.3M views in February and 4.8M views since published.



Discover Puerto Rico

WEB CONTENT RECAP

DISCOVERPUERTORICO.COM

(02/01/2022 - 02/28/2022)

• **Users: 825,214 (+29% YoY) | Organic: 527,353 (+29% YoY)**

• **Sessions: 1,162,054 (+37% YoY) | Organic: 746,660 (+37% YoY)**
A session is the period time a user is actively engaged with the website.

• **Pageviews: 2,023,580 (+48% YoY)**
Total number of pages viewed.

• **Avg. Session Duration: 2:11 minutes (+12%)**
This measures the average length of each session. More than one minute is great!

• **Bounce Rate: 59% (-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. Homepage](#)
- [3. Visitor Health & Safety Guidelines](#)
- [4. Things to Do](#)
- [5. Places to Stay](#)

New content pieces

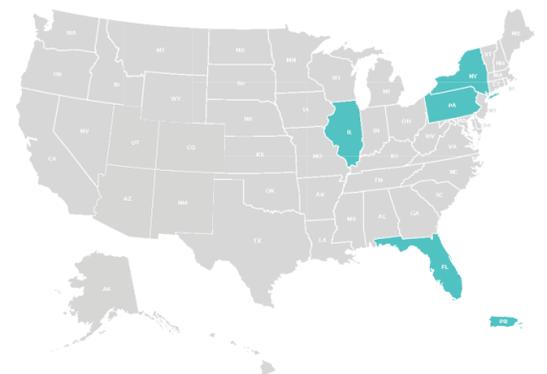
- [1. 6 Days in the South of Puerto Rico](#)
- [2. A Guide to Breweries in Puerto Rico](#)
- [3. Plan a Meeting with Artistic Flair in Puerto Rico](#)
- [4. Sustainable Activities to Add to Your Meeting Agenda](#)

Total partner referrals to date: 1,183,157

• Referrals for January: 78,025 (+22% MoM)

Top Website Visitors' Locations

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



CONTENT PIECE SAMPLE



A Guide to Breweries in Puerto Rico

Get a taste of the Island in the form of locally crafted beer.

Beer goes great with anything, don't you think? Especially while on vacation. Whether you are a casual drinker or a true connoisseur, you'll be glad to know that Puerto Rico has as many local beer brands as it has breathtaking ocean views. There are more than enough taps to go around, from large manufacturers to local indie favorites! So, if you're eager to add a unique brewery experience to your list of places to visit while you're on the Island, make sure to take note!



A quick guide to Puerto Rican beer

Puerto Rican beers are highly accessible at restaurants, pubs, and bars and are often highlighted in menus and special boards. If you want a taste of local favorites, you can't go wrong with Medalla Light. It is the most popular beer on the Island — it even has its own sports bar at **Distrito T-Mobile**. It tastes just like get-togethers and celebrations, no matter the time or place. Another local favorite is Residente Mailbock and Residente Tripel, created by Grammy award-winner and recording artist René Pérez (known artistically as Residente) for the Del Oeste brand. You can find it in dive bars and lounges alike. Both these brands are brewed by **Cervecería de Puerto Rico** in Mayagüez.