

DISCOVER PUERTO RICO

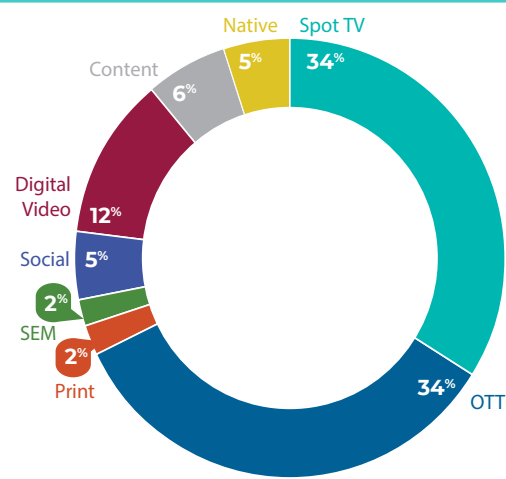
DIGITAL MARKETING RECAP
MARCH 2022



MEDIA RECAP

In March, media was supported with Core and American Rescue Plan Act (ARP) funds. The messaging continued to be "It's Time to Book." With the loosening of restrictions on the Island, creative messaging for health & safety was pulled back, and inspiration was highlighted during the month. Spot TV was placed in seven of our emerging markets, including Detroit, Indianapolis, Nashville, Cincinnati, Hartford, Minneapolis, and St. Louis. Discover Puerto Rico maintained a national presence with print placements and supported digital investments to encourage awareness and future bookings.

MONTHLY MEDIA MIX



CREATIVE MEDIA SAMPLE



SOCIAL MEDIA RECAP

In March 2022, Discover Puerto Rico's social media channels continued promoting the "Sunshine to Spare" campaign, sharing a series of videos of fashion designer Christian Cowan and his participation in creating the Puerto Rico Sunshine dress. For International Women's Day, the team launched an activation called "Hidden Gems in Puerto Rico," in which three local female guides toured some of our Island's most beautiful attractions with our viewers through Instagram Stories. The team visited the municipality of Caguas for an Instagram Live from Sangría Los Hermanos and launched the monthly Instagram reel about "Unique Accommodations in the Mountains of Puerto Rico." The news of the Coquí Llanero winning Frontier Airline's Tropical Tails contest was shared along with the video created by our multimedia team to generate awareness about this species and its discovery.

Featured municipalities:

Añasco, San Juan, Ponce, Ciales, Río Grande, Hatillo, San Germán, Caguas, Yauco, Orocovis, Aguadilla, Loíza, Santa Isabel, Naguabo, Toa Baja, Maunabo, Vega Baja, Utuado and Rincón.

FACEBOOK



Facebook's [top-performing post](#) for March is dedicated to Old San Juan. With paid advertising, it reached more than 395K users and generated almost 500K impressions and 17K engagements.

When you visit Old San Juan, walk down its blue cobblestone streets and enjoy the charm and undeniable beauty of this 500-year-old city. [San Juan, Ciudad Capital #500AñosSJ](#) [#ItsTimeToBook](#) [#DiscoverPuertoRico](#) <https://fal.cn/3mCvI>



[@DiscoverPuertoRico](#)

INSTAGRAM



The [top Instagram performer](#) for March 2022 is a UGC photo taken in Loíza. Organically, this post reached more than 90K Instagram users and generated almost 5K engagements.



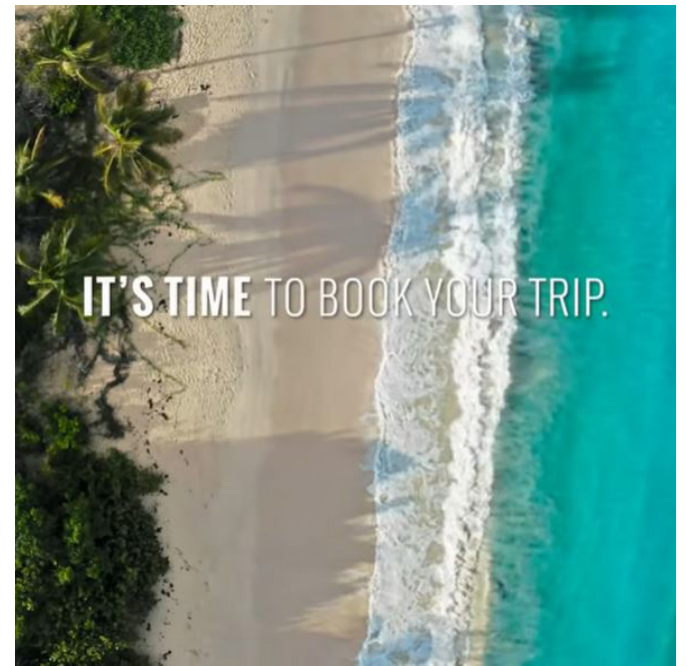
Liked by [renatobrasil13](#) and **4,382** others
[discoverpuertorico](#) One piña colada a day keeps the doctor away. 🍹🍹 Double tap if you are craving a refreshing and cold piña colada right now.

[@discoverpuertorico](#)

YOUTUBE



In March 2022, Discover Puerto Rico uploaded four new videos to its YouTube channel, garnered 5.7M views and 161 new subscribers. With the "It's Time to Book" messaging, the [top YouTube performer](#) of the month called "It's Time for Dramatic Backdrops" generated 3.3M views in March and 7.3M views since published.



[@discover_PR](#)

[Discover Puerto Rico](#)

WEB CONTENT RECAP

DISCOVERPUERTORICO.COM

03/01/2022 - 03/31/2022



• **Users: 827,697 (-1% YoY) | Organic: 488,397 (+10% YoY)**

• **Sessions: 1,159,111 (+0.3% YoY)**
A session is the period time a user is actively engaged with the website.

• **Pageviews: 2,046,108 (+8% YoY)**
Total number of pages viewed.

• **Avg. Session Duration: 2:03 minutes (no change)**
This measures the average length of each session. More than one minute is great!

• **Bounce Rate: 61.72% (+3% 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. Best Beaches in Puerto Rico](#)

New content pieces

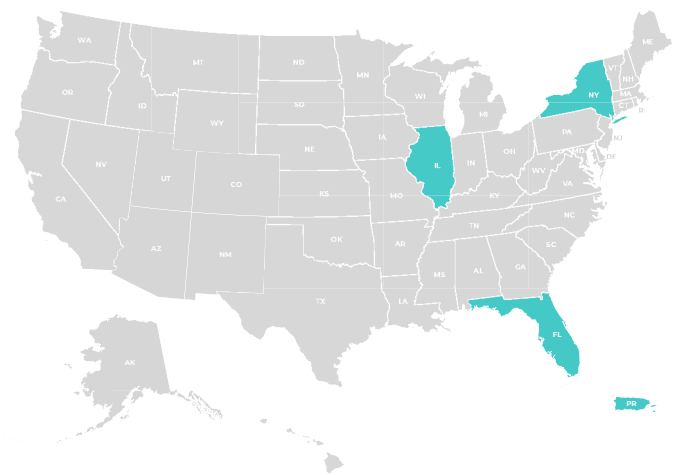
- [1. 6 Days in the South of Puerto Rico](#)
- [2. A Weekend of Nautical Wonders in the West](#)
- [3. 5 Days in the North Region of Puerto Rico](#)
- [4. 5 Days in the West Region of Puerto Rico](#)
- [5. 6 Days in the Metro Region of Puerto Rico](#)
- [6. 5 Days in the East Region of Puerto Rico](#)

Total partner referrals to date: **1,270,022**

• **Referrals for March: 86,865 (+11% MoM)**

Top Website Visitors' Locations

- San Juan
- New York
- Miami
- Orlando
- Chicago



CONTENT PIECE SAMPLE



For breathtaking sunsets, head to Rincón on the west coast.

5 Days in the West Region of Puerto Rico

Experience big waves, beautiful beaches, and the best view of the Caribbean sunset.

If your idea of a Puerto Rican vacation is a breezy beach, sipping on a Medalla Light and overlooking the sunset, look no further than the Island's west coast. The region is known for