

DISCOVER PUERTO RICO

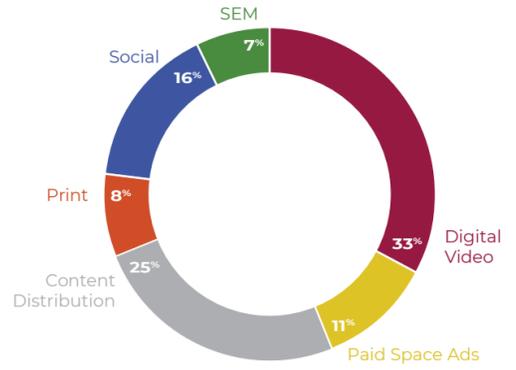
DIGITAL MARKETING RECAP
APRIL 2022



MEDIA RECAP

In April, media was supported with Core and American Rescue Plan Act (ARP) funds. Spot TV and OTT media investments were paused during the month to allocate the budget for a big push post-brand campaign launch in May. The messaging continued to be "It's Time to Book," focusing on inspiration. Discover Puerto Rico maintained a national presence with print placements and supported digital investments to encourage awareness and future bookings.

MONTHLY MEDIA MIX



SOCIAL MEDIA RECAP

In April, Discover Puerto Rico's social media channels were dedicated to ecotourism experiences on the Island, sharing content related to #EarthMonth and promoting activities in which travelers can leave a positive impact in Puerto Rico. The "Ecotourism Experiences in Puerto Rico" Instagram Reel series was launched featuring Finca Gaia in Dorado, Vaca Negra in Hatillo, and Hacienda Chocolat in Fajardo. Instagram Lives were transmitted from Vaca Negra and Sierra Linda Glamping in Aibonito. The "Sand Hassles" activation was also launched, including a sweepstakes. On #InternationalDanceDay the team shared a salsa mini documentary. April was the last month in which the #ItsTimeToBook messaging was used for content creation.

Featured municipalities:

San Juan, Aguadilla, Añasco, Cayey, Hatillo, Isabela, Cabo Rojo, Guánica, Lajas, Dorado, Rincón, Utuado, Río Grande, Caguas, Camuy, Aibonito, Fajardo, Patillas, Orocovi, Manatí, Villalba, Lares, and Arcibo.

FACEBOOK



In April, we had three top performing posts on Facebook. While the [Sand Hassles sweepstakes](#) announcement generated almost 106K impressions with paid advertising, the [UGC post in Lajas](#) reached more than 96.5K users organically and the UGC post about the ["Paseo de las Mariposas"](#) in Old San Juan garnered more than 2.2K organic engagements.

Sweepstakes alert everyone! It's time to exhale all your worries away in Puerto Rico this April, also known as National Stress Aw... See More



@DiscoverPuertoRico

INSTAGRAM



With more than 63.5K impressions, more than 5.8K engagements, and reaching more than 62.7K users organically, [Instagram's top performing post](#) for April 2022 was the UGC post dedicated to the "Paseo de las Mariposas" in Old San Juan.



Liked by renatobrasil13 and 5,514 others

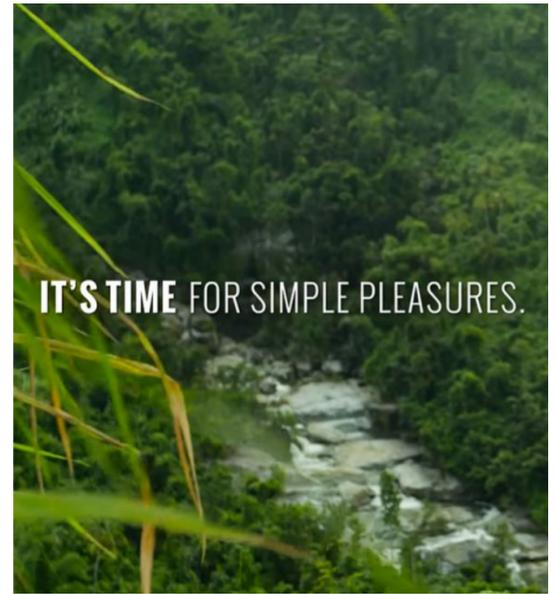
discoverpuertorico Calle Fortaleza has been transformed into a stunning pink butterfly wonderland! 🦋🦋 This magnificent art installation honors all breast cancer patients with a meaningful tribute. Have you seen this masterpiece in person? @sjiudadcapital #500AñosSJ #ItsTimeToBook

@discoverpuertorico

YOUTUBE



In April, Discover Puerto Rico's YouTube channel generated 105 new subscribers, 2.6M views and uploaded four new videos. With paid advertising, the [top performing video of the month](#) called "It's Time for Dramatic Backdrops," which includes the "It's Time to Book" messaging, generated 1.9M views in April and 7.9M views since published.



@discover_PR

Discover Puerto Rico

WEB CONTENT RECAP

DISCOVERPUERTORICO.COM

04/01/2022 - 04/30/2022



• **Users: 625,356 (-38% YoY)**
Organic: 384,623 (-11% YoY) (+10% YoY)

• **Sessions: 878,651 (-35% YoY)**
A session is the period time a user is actively engaged with the website.

• **Pageviews: 1,604,110 (-26.3% YoY)**
Total number of pages viewed.

• **Avg. Session Duration: 02:05 minutes (+13% YoY)**
This measures the average length of each session. More than one minute is great!

• **Bounce Rate: 61.73% (-1.89% 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. [Sand Hassles Sweepstakes](#)
4. [Things to Do](#)
5. [Best Beaches in Puerto Rico](#)
6. [Places to Stay/Resorts](#)
7. [Places to Stay](#)
8. [Best Resorts in Puerto Rico](#)
9. [Things to Do/Events](#)
10. [Exploring Puerto Rico's Bioluminescent Bays](#)

Total partner referrals to date: 1,339,629

• Referrals for April: 69,607 (-20% MoM)

Top Website Visitors' Locations

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

