

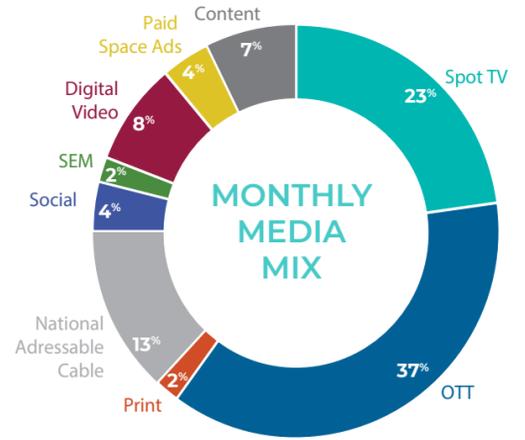
DISCOVER PUERTO RICO

DIGITAL MARKETING RECAP
MAY 2022



MEDIA RECAP

In May, media was supported with Core and American Rescue Plan Act (ARP) funds. Messaging transitioned to the new campaign – Live Boricua on May 3rd. In support of the new campaign, for the first time ever Discover Puerto Rico launched National Addressable Cable to increase awareness in new markets and grow the Island's future visitation base. The national presence continued to be supported by print placements, as well as targeted digital investments to encourage awareness and future bookings.



SOCIAL MEDIA RECAP

In May 2022, Discover Puerto Rico focused its social media content on family travel and all the experiences they can enjoy on the Island, no matter the age. During the first week of the month, the team participated in the National Travel and Tourism Week activation, while also launching the #LiveBoricua campaign. The video covering the James Beard Foundation Taste America dinner in Puerto Rico was shared, as well as important events happening on the Island like Puerto Rico Cocktail Week, Puerto Rico Restaurant Week and the reopening of the Parque de las Palomas in Old San Juan. The Instagram Live of the month was transmitted from the Faro de Punta Tuna in the municipality of Maunabo.

Featured municipalities:

San Juan, San Sebastián, Loíza, Vieques, Rincón, Maunabo, Río Grande, Isabela, Carolina, Lares, San Lorenzo, and Utuado.

FACEBOOK



The [top performing Facebook post](#) in May was the monthly Facebook album dedicated to Ecotourism Experiences in Puerto Rico. With paid advertising, this album post generated more than 430K impressions and reached more than 333K users. However, the [most engaging post](#) of the month was a boosted post from the #LiveBoricua campaign which generated almost 16K engagements.

In Puerto Rico, you can enjoy sustainable experiences that celebrate nature while contributing to its protection. Check out... [See More](#)



INSTAGRAM



The [top performing Instagram post](#) was a UGC post featuring helicopter tours in Old San Juan. Organically, this post generated more than 39K impressions, almost 3K engagements and reached more than 37.7K users.



discoverpuertorico Fly over Puerto Rico's most iconic landmarks with @puertoricohelitours. 🇵🇷✈️🇺🇸 This excursion company offers visitors the opportunity to enjoy some of our Island's most impressive attractions from the sky! This is what you call a truly magical vacation memory! 📸 #LiveBoricua #DiscoverPuertoRico



YOUTUBE



In May, Discover Puerto Rico's YouTube channel generated 205 new subscribers, 2.6M views and uploaded 11 new videos. The [top YouTube performer](#) of the month was from the #LiveBoricua campaign. With paid advertising, this video generated 1.4M views in May and 2.3M since published.



WEB CONTENT RECAP

DISCOVERPUERTORICO.COM



05/01/2022 - 05/31/2022

• **Users: 678,036 (-31.90% YoY) | Organic: 353,326 (-17.75%)**

• **Sessions: 884,258 (-37.68% YoY)**

A session is the period time a user is actively engaged with the website.

• **Pageviews: 1,529,922 (-33.75% YOY)**

Total number of pages viewed.

• **Avg. Session Duration: 1:48 minutes (-3.12% YoY)**

This measures the average length of each session. More than one minute is great!

• **Bounce Rate: 67.95% (+9.50%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. Live Boricua](#)
- [4. Things to Do](#)
- [5. Best Beaches in Puerto Rico](#)

Total partner referrals to date: 1,406,476

• [Referrals for May: 66,847 \(-3.97%MoM\)](#)

Top Website Visitors' Locations

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

