



MONTHLY REPORT

JUNE 2022



Playa Maunabo,
Puerto Rico

309 TOTAL LISTINGS

IMPACTED IN JUNE

25 LISTINGS

PHASE 1 COMPLETED YTD

7 BUSINESSES

PHASE 1 COMPLETED YTD

18 POI

PHASE 1 COMPLETED YTD

35 NEW BUSINESSES

ADDED TO DISCOVER PUERTO
RICO WEBSITE YTD

2 MUNICIPALITIES

IMPACTED YTD

YABUCOA
MAUNABO

27% REGION COMPLETION

BUSINESSES



La IDEA program initiated its first month in the East Region impacting more than 200 businesses, including Parador Palma Lucía, Tropical Inns, and East Island Excursions. Through personalized and virtual sessions, the team of Gurús Digitales assisted businesses to optimize their digital profiles on the leading travel planning platforms such as Google, Facebook, Yelp, and TripAdvisor.



MUNICIPALITIES



The municipalities of Maunabo and Yabucoa were trained on how to improve and optimize the image of the different points of interest and attractions of their town: such as beaches, townhalls, monuments, among others. Part of the training also included assisting them on becoming Google Local Guides.



18 POINTS OF INTEREST

PHASE 1 COMPLETED YTD



Maunabo, Puerto Rico

- ✓ Area Natural Protegida Sierra la Pandura
- ✓ Casa de la Cultura y Museo
- ✓ Central Azucarera Roig
- ✓ Faro de Punta Tuna
- ✓ La Concha Acústica Yabucoa
- ✓ La Posita, Playa El Cocal
- ✓ Monumento al Soldado Yabucoa
- ✓ Playa de Guayanés
- ✓ Playa El Cocal
- ✓ Playa Lucía
- ✓ Playa Mario
- ✓ Plaza de Recreo Maunabo
- ✓ Plaza de Recreo Yabucoa
- ✓ Reserva Natural Humedal Punta Tuna
- ✓ Ruinas de la Central Azucarera Columbia
- ✓ Túnel Vicente Morales Lebrón
- ✓ Villa Pesquera - Maunabo

HIGHLIGHTS OF THE MONTH

metro®

Economía



Discover Puerto Rico discute promoción turística con comerciantes y líderes de Yabucoa, Maunabo y Humacao

Desarrollarán en los próximos meses encuentros similares con líderes y comerciantes a nivel municipal y comunitario.



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