



Discover Puerto Rico

DIGITAL MARKETING RECAP

4th Quarter 2022

PAID MEDIA

In Q4, paid media was supported with Core and American Rescue Plan Act (ARP) funds. Our Core campaign is focused on an audience with a high propensity to travel, within our priority/mature markets, in mid-lower funnel tactics, to engage and ultimately drive visitation. Our ARP campaign aims to reach and engage with a new audience, within new markets, through high-mid funnel tactics. As these markets become more aware, we continue to move that audience down the funnel toward visitation with low-funnel tactics. Lastly, in November, post-Hurricane Fiona, we ran a campaign focused on highlighting the south and west regions of the Island to an audience that has shown a high propensity to travel to the affected areas. Across all these campaigns, Q4 showed a promising bounce back of over \$10.8 million in revenue generated (via trackable media on Adara Impact).

Funnel Allocation



SOCIAL MEDIA

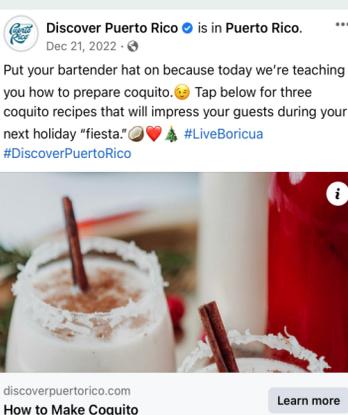
In Q4 2022, Discover Puerto Rico featured a variety of campaigns, activations, and strategies to promote visitation to the Island and engagement on social media. Following hurricane Fiona, the team launched in October the "We Are Boricua" campaign on regular social posts, featuring the areas that were not damaged on the Island, followed by efforts to promote the south and west regions. The "Live Boricua Experience Packages" were promoted in collaboration with Marriott Resorts. In November, the team launched a new Instagram Reel strategy, increasing the frequency to two weekly reels. In addition, a new plan for promoted posts was implemented. Important events were covered, like the organization's participation at the Austin Food & Wine Festival, Puerto Rico Cocktail Week, and the welcoming of Virgin Voyages' ship, "The Valiant Lady," to the San Juan Cruise Port for the first time. The "Small Business Saturday" and "Countdown to the Navidad Boricua" activations were launched, as well as the promotion of the "Feel the Warmth" campaign. In December, the team featured the new "Sunshine Shop" and "Sunshine Route," part of the "Sunshine to Spare" campaign. At the end of the quarter, the team launched the "2023 Starts Here" campaign and covered the Island's participation on Dick Clark's New Year's Rockin' Eve.

Featured Municipalities

- | | | |
|---------------|------------------|---------------|
| 1. Río Grande | 13. Ponce | 25. Culebra |
| 2. Luquillo | 14. Guánica | 26. Carolina |
| 3. Cataño | 15. Villalba | 27. Arecibo |
| 4. Fajardo | 16. Loíza | 28. Aguada |
| 5. San Juan | 17. Aguadilla | 29. Vega Baja |
| 6. Dorado | 18. Cabo Rojo | 30. Naranjito |
| 7. Cayey | 19. Santa Isabel | 31. Orocovis |
| 8. Caguas | 20. Patillas | 32. Hatillo |
| 9. Isabela | 21. Salinas | 33. Camuy |
| 10. Lajas | 22. Rincón | 34. Guaynabo |
| 11. Guayama | 23. Maunabo | 35. Manatí |
| 12. Mayagüez | 24. Vieques | |



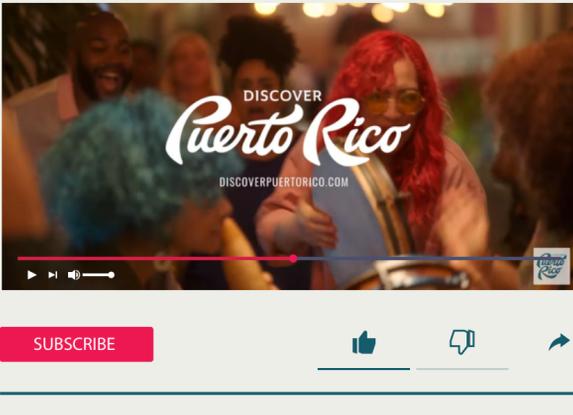
Facebook



Instagram



YouTube



The **top-performing post** regarding impressions and reach on Facebook was part of the boost program. With paid promotion, this post featuring coquito recipes reached over 890K social users and generated more than 1.4M impressions. However, the **most engaging** content was a UGC post featuring the Cueva de las Golondrinas in Isabela. Promoted in-house, this post generated more than 14K engagements.

The **top-performing post** on Instagram for Q4 in 2022 was the "4 Facts About Old San Juan" Instagram Reel. Organically, this reel has generated more than 116K views, more than 10K engagements, and has reached more than 108K social users.

In Q4, Discover Puerto Rico uploaded 10 new pieces to its YouTube channel, generating more than 639K views and 374 new subscribers. With the title "Live Out & Live Boricua," the **top-performing video** of the quarter was part of the LGBTQ+ messaging within the "Live Boricua" campaign. With paid advertising, this video generated more than 433K views during Q4 and more than 478K views since it was published in June 2022.

@DiscoverPuertoRico

@discoverpuertorico

@discover_PR

Discover Puerto Rico

WEB CONTENT

DiscoverPuertoRico.com (4th Quarter 2022)

While the website maintains a strong performance overall, it experienced a decrease in sessions and pageviews YoY as restrictions for COVID-19 became more relaxed and the Travel Advisory lost momentum.

- **Users: 1,767,842** (-4.03% YoY)
- **Sessions: 2,272,995** (-14.67% YoY)

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

• **Pageviews: 3,876,466** (-13.75% YoY)

Total number of pages viewed.

• **Avg. Session Duration: 1:43** (-18.70% YoY)

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

• **Bounce Rate: 68.99%** (14.38% 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.

Top Performing Content:

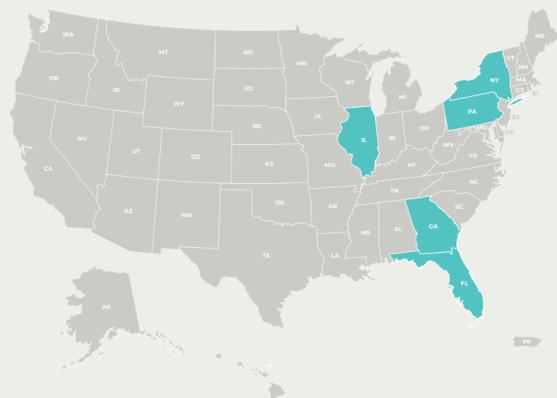
- Homepage
- Travel Guidelines | Discover Puerto Rico
- Things to Do in Puerto Rico
- Places to Stay in Puerto Rico
- Best Beaches in Puerto Rico

New Content:

- Holidays in Puerto Rico
- Holiday Festivals and Events in Puerto Rico
- 5 Unique Reasons Why Puerto Rico is a Top Holiday Destination
- 5 Tips to Give a Parranda
- Puerto Rico Weather Information
- Share in the Sunshine

Top Website Visitor's Locations:

- New York
- Chicago
- Atlanta
- Miami
- Philadelphia



Total partner referrals to date

1,773,666

Referrals for Q4 2022

152,521 (0.10% YoY)

Most read pages and articles:

- Vive Boricua | Discover Puerto Rico
- Calendario de Eventos
- Historia
- Homepage
- Tradiciones Navideñas en Puerto Rico

New Content:

DiscoverPuertoRico.com/es

We continue to work on phase two of Discover Puerto Rico's website translations, which includes more leisure content, as well as MICE articles.

Pageviews
287,177

Avg. Session Duration
3:02 minutes

Bounce Rate
73.96%

Our email marketing program continues to perform above industry levels:

Because of the success of our leisure newsletter program and incremental funds, we added new niche deployments, which cover topics on Food, Luxury, Golf, Outdoors, Arts & Culture, Beaches, and LGBTQ+.

Email subscriptions:
2,759

Current subscriber total:
96,909

eNewsletter open rate:
41.68%
Industry benchmark: 20%

eNewsletter CTR:
2.29%
Industry benchmark: 1.4%