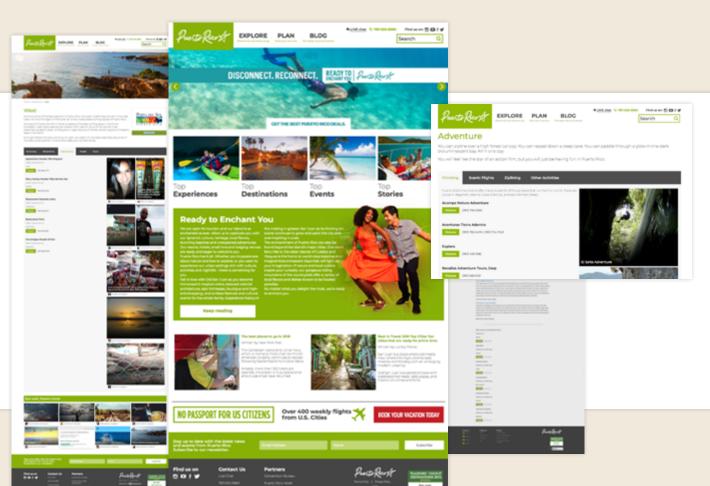




Situation

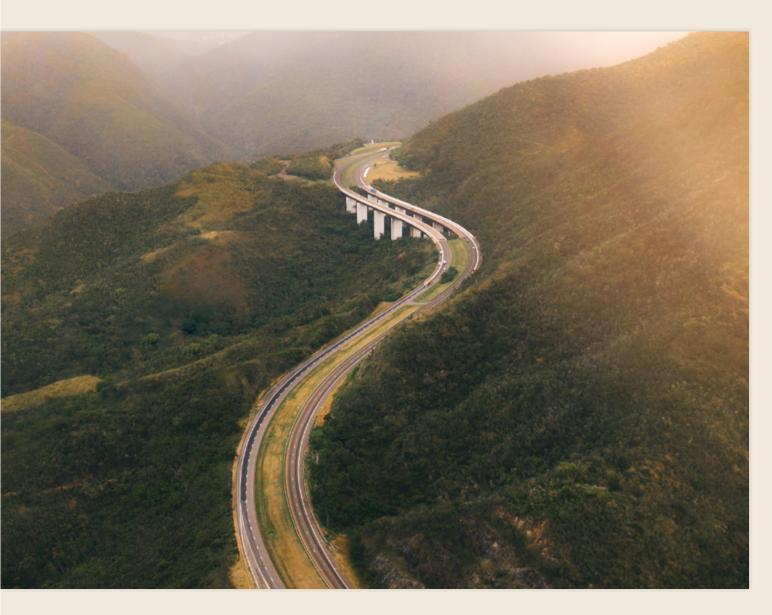
Rebuilding Puerto Rico's visitor economy following a deadly and destructive hurricane landfall came with some unique challenges. A dedicated destination marketing organization for the island wasn't officially created until July 1, 2018, and Discover Puerto Rico (DPR) was born working against the clock. The visitor economy was bottoming out, hotels were reopening with fractional occupancy, and media coverage of the island focused on disaster instead of recovery. There was a need to reclaim the island's narrative — and quickly.



At its inception, DPR did not have the necessary tools: The tourism website was more than 10 years old and had become a patchwork of disconnected content and functionality; there was no library of high-quality images because assets had been acquired through limited licenses; and the business listings were not functional data but rather text on a page. The situation required simultaneously developing a comprehensive digital strategy, content assets and a new digital platform — a process that would typically take a year or more — in just a few months.



Objectives



- To show the world that **Puerto Rico is ready for travelers** to (re)discover its mouthwatering food, vibrant culture and breathtaking scenery **through the launch of a comprehensive new digital platform**.
- To create a website that accurately represented more parts of the island to prospective visitors and encouraged visitation to areas of the island outside of San Juan.
- To develop content that **showcased the island** in a way that **differentiated it** from other destinations in the Caribbean.
 - To deliver a world-class digital presence in a severely abbreviated timeline in order to drive results and recovery as quickly as possible. The strategy, content and development would all need to be completed in about 90 days from start to finish.



Strategy

RESEARCH

Throughout the process, strategy was built from a blend of **third-party research**, including traveler surveys, audience personas, a comprehensive digital audit, search data and more.



CONTENT

Priorities for site infrastructure and content development were aligned with audience personas, including:

Nature Enthusiasts, Active Adventurers, Arts & Culture, Foodies, Family Travelers, and Beach Goers.

To promote the goal of encouraging visitors to see more of the island, a new section of in-depth regional content was developed.

The site now covers all 78 municipalities on the island for the first time ever.

PERSONALIZATION

Initial implementation included three core objectives:

٦

Amplify **ease of travel** messages for direct flight markets.

2

Drive audience-specific KPIs, including RFP re-engagement for meeting planners.

3

Increase **email sign-ups** in order to further develop owned audience for the new organization.

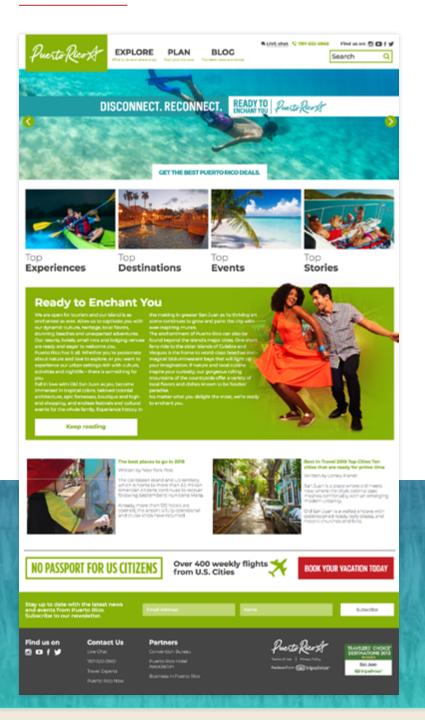
WEBSITE DEVELOPMENT

The site was built using a component-based design on an open-source platform for maximum flexibility instead of templated page types.

This allowed for a faster launch of the core website experience without sacrificing the ability to expand with new features and functionality in the future.

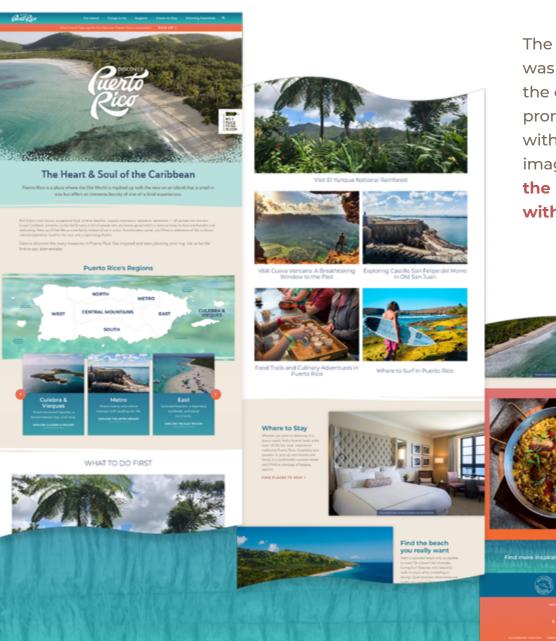
VIEW THE BEFORE & AFTER >

BEFORE:



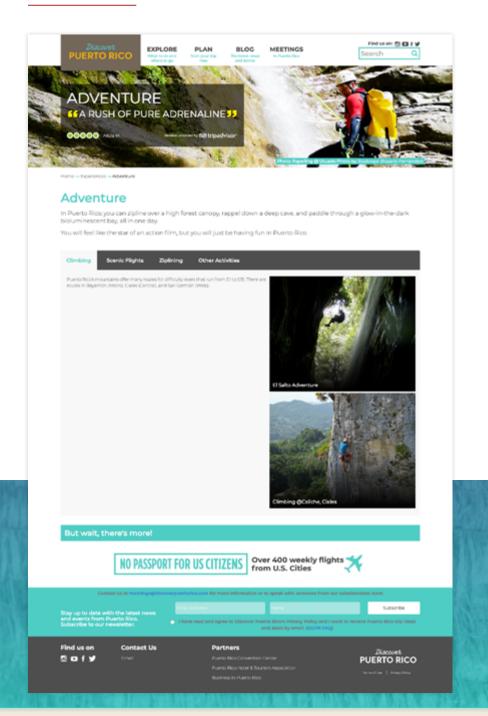
AFTER:

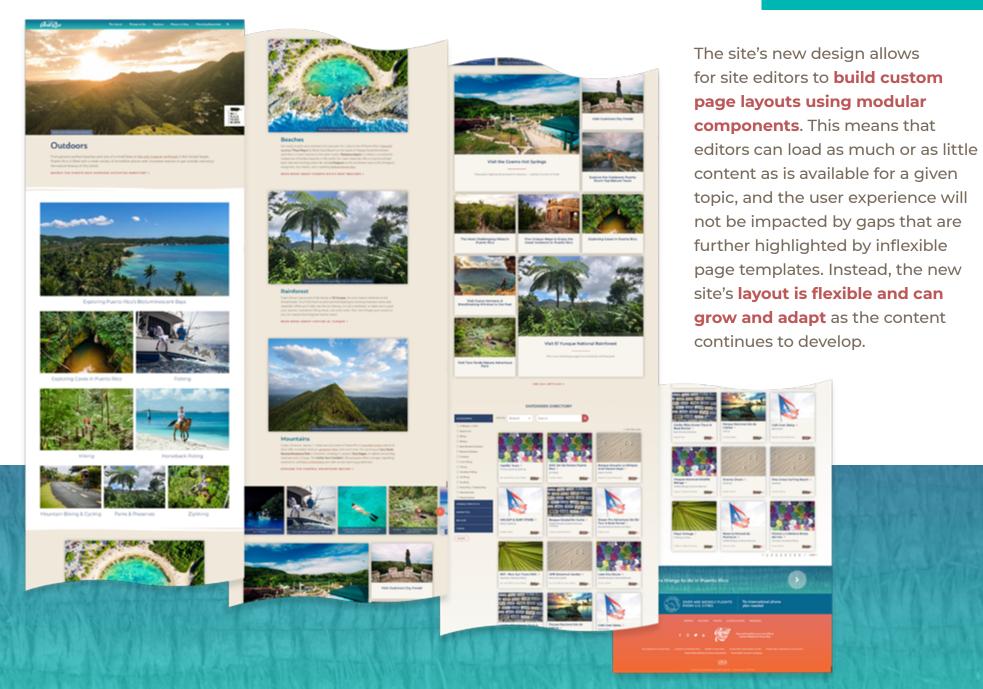




The biggest change from the old site and the new site was to make rich, inspirational multimedia content the central focus. By incorporating more visual displays promoting content, developing new content aligned with audience interests, and creating thousands of images that showcased the beauty of the island today, the new DiscoverPuertoRico.com connects visitors with compelling experiences throughout the island.

AFTER:







Execution

COST

TIMELINE

We spent

\$300,000 on the initial launch of the website.

And invested

\$200,000 in additional phases

of content and functionality that have rolled out since launch.



9 DPR team members 19 agency team members

300 pages of editorial content 2,000+ images

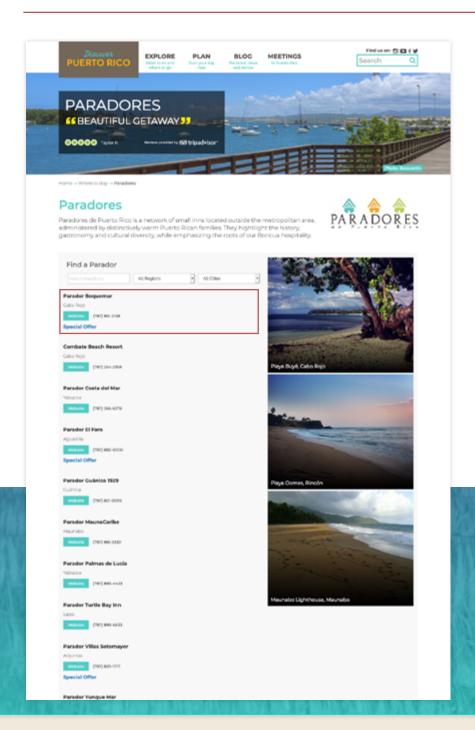
6,000+ business listings

INDUSTRY DATA

The previous version of the website included little information about visitor-facing businesses and service providers on the island. DPR partnered with the Foundation for Puerto Rico, who provided a repository of local business data.

We then worked to **verify the accuracy** of several thousand business listings prior to launch and provide a solution to display more robust (and searchable/sortable) business listings throughout the site.

> **VIEW THE BEFORE & AFTER >**





The previous website did not include comprehensive business listings in a user-friendly format. Business information was presented as text on page that wasn't searchable or sortable, and included no actual information about properties other than a phone number in most cases. The new site is built from the most comprehensive set of business data available for the island anywhere online and showcases thousands of small businesses across the island to visitors.





DETAILS







EVENTS



Results

Based on data from the first month after launch, the site is already generating outstanding results.



PAGEVIEWS: **1132**% from 121K to 282K

BOUNCE RATE:

↓13% from 66% to 57%

PAGES PER SESSION:

139% from 1.86 to 2.58

TIME ON SITE:

148% from 01:47 to 02:38

ORGANIC TRAFFIC:

12% from 29K to 33K in first month of launch



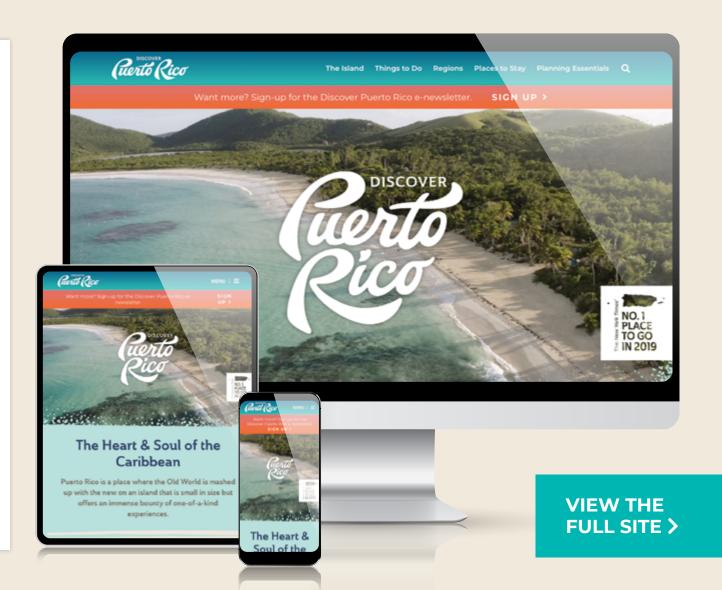
PARTNER REFERRALS:

9,651 referrals to 1,453 tourism businesses and POIs

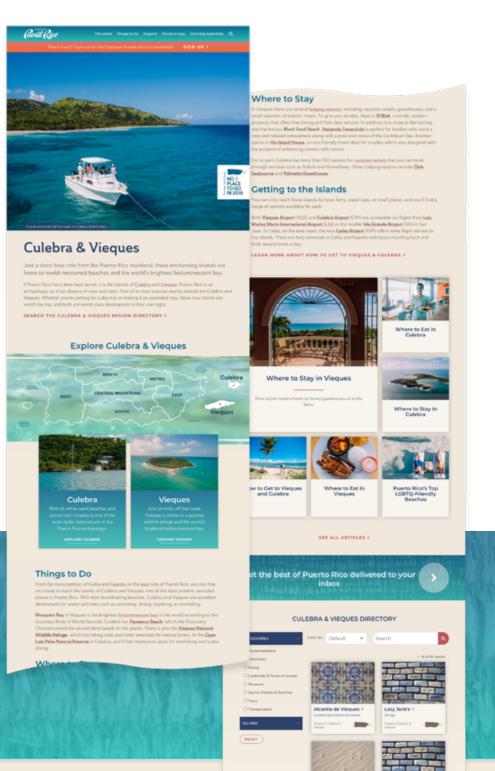


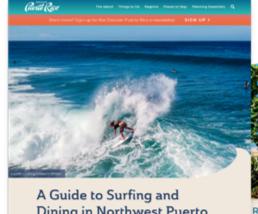
OTHER SIGNALS OF INTENT TO TRAVEL:

550 enewsletter subscriptions generated in 30 days



*March 1-31, 2019 compared to Feb 1-28, 2019





Dining in Northwest Puerto Rico

Your trip to Puerto Rico won't be complete until you spend some time in at least one laid-back surf town along the island's northwest coast.

There's a unique openness to these surfames, with the atmosphere pulpably inviting. You'll assily made femals chaining about the basic wells and pating spin on everything from tody contents to the best local basel, Insagers and Information of ording and summing followed by dinner, music, and conversation with threshold and near—I these basis have are where you can make that dearn come to.



Isabela

at Mark's Beach, home to many surfing competitions, and work your way to indicators and Domes Beach, then around the north corner to Pools Beach and Sandy Beach. If you are an

There's much more than a day's worth of surfing here, and flortunately, there are great places to stay a mere welk away from any surf spot, Rincoln has an array of intende inns, hoods and beachforst properties, including Casa Vanda Hood, just down the street from

Aguada

ods, a smaller and quieter town about 25 minutes south of Aguaddia, others gets looked. But that's a mostale, as you can enjoy great surfing and dining here, other with rowds and more budget hierally options. Table Back Beach is great for experienced. en during the season, while Floo de Fiedres offers year-round breakers and a stunning

here are plenty of food stands along PB ITS, the main road that runs from Aquada to Inclin. For lunch, try La.Papa, a local fenorite that serves enormous baked potations mothered in your choice of toppings. If you're not revenous from surfing, plan to split one





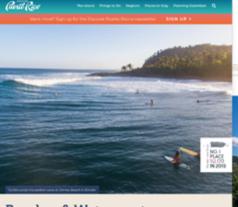






Best Beaches in Puerto Dico.

Exploring the Islands Surrounding Puerto Rico



Beaches & Watersports

If you had to pick just one watersport to go for on Puerto Rico's crystal-clear waters, what would it be?

things to do during your trip.

Beaches in Puerto Rico

From patture perfect views to saling adventures, Puerto Rico's stunning beaches include sandy weaches perfect for lounging in the shade, catching a wows, padding a kayal, or exploring under water on a scube diving or snorterling adventure. Come find out why the island's beaches are consistently named among the best in the world!

EXPLORE SOME OF PUERTO RICO'S BEST BEACHES >



Exploring Puerto Rico's Bioluminescent Bays



Boats.



atamarans &









Destinations

round Puerto

Where to Surf in LGBTQ-Friendly



Watersports



Rincon and Aguadita, or do some serious scalar dising in hills de Mena or Calabrita, wicor sports in Puertio Tico are a fun experience. Boat your very through the pessages of La. Parguera or the incredible blue sights of Pueta Arenas in Viegues and be enchanced by







