



(but first, research)



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The CVB
the Future
Meetings

Research conducted by Destination Analysts, Inc. for the destination marketing
Destinations International & Miles

The State of the American Traveler™

GENERATIONS EDITION

July 2018 | Volume 21



The Generations Edition

THE SUMMER EDITION of The State of the American Traveler™ explores travel habits to differences in how the generations travel. We begin with a look at how Americans are feeling about the near-term future and how that may impact the existing tourism industry. The high-speed, millennial generation. The report also examines the psychographic make-up of the generations, as well as their use of technology in travel planning.

OUT OF THIS RESEARCH we will bring you the highlights to the Generations, which will help you strategize and make more meaningful travel decisions. Please email the address below if you have questions or need for further information. We welcome you to message us on @DIA_Research or @DIA_Research

Produced in
miles

THE STATE OF THE INTERNATIONAL TRAVELER

2019





Adventure

You can explore with a high-speed canopy. You can rappel down a steep rock. You can paddle through a gorge in the dark. You can kayak down a river. All in one day.

They will then be able to see what activities they like and just be heading out to the next one.

Climbing

Scenic Flights

Zip lining

Other Activities

Adventure Activities for you and your family. We have a variety of activities for you and your family. We have a variety of activities for you and your family.

Acampa Nature Adventure

[View](#) (18172444)

Aventura Tierra Adentro

[View](#) (18172444) (18172444)

Explora

[View](#) (18172444)

Escalza Adventure Tours, Corp

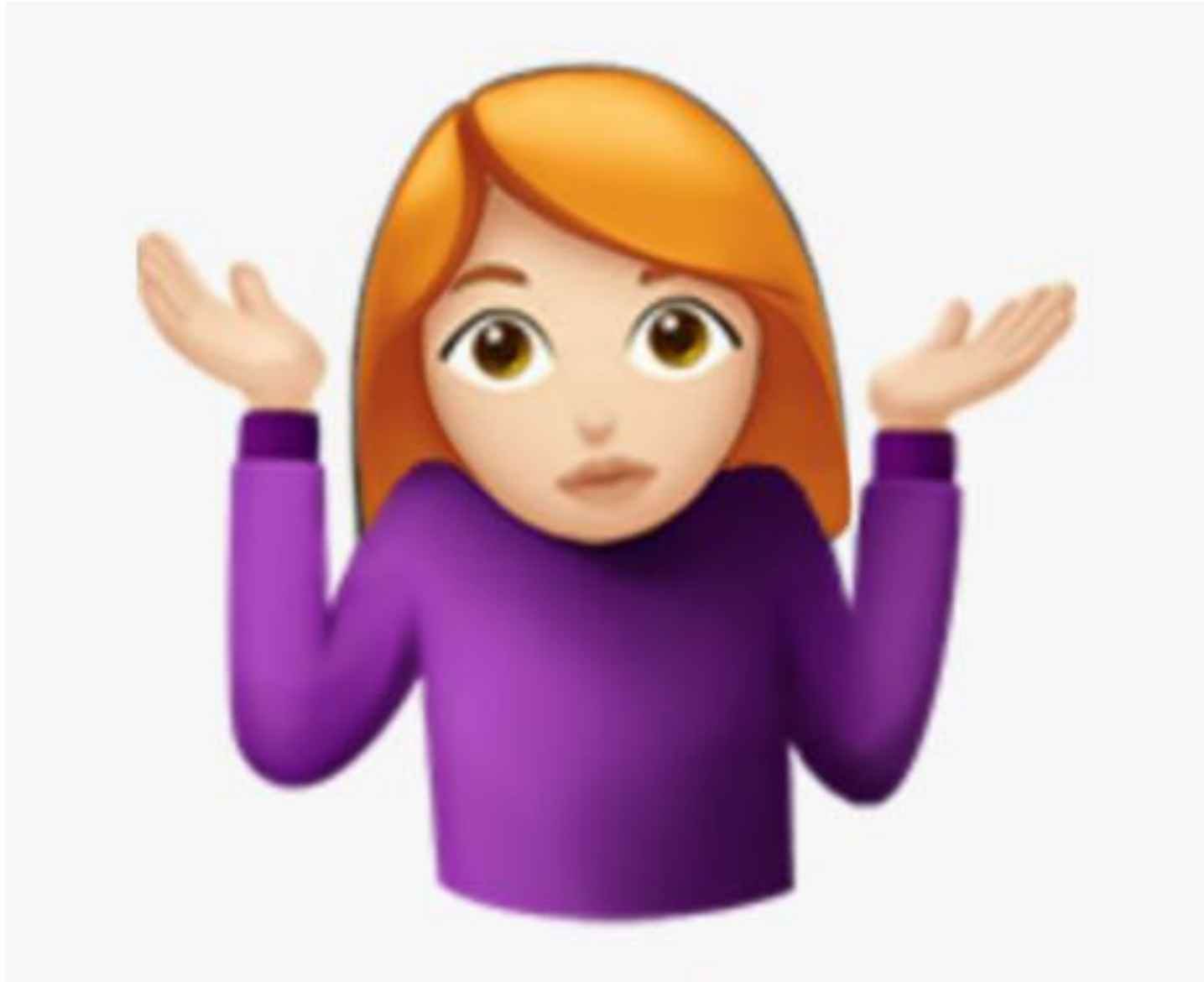
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El Salto Adventure



Climbing @Cacha, Cacha



QUESTIONS TO ANSWER

WHO are the key audiences for this website?

Which of these audiences does the site have the highest potential for converting?

What do they need/want to know about Puerto Rico to convert to visitors?

~~Does~~ How this website sucks?

What types of content experiences do users expect on the site?

Where and how should desired content be presented on the site?



Potential Discover Puerto Rico Website User Study

Website Usability Study



**RESEARCH
DESIGN**

POTENTIAL
DISCOVER
PUERTO RICO
WEBSITE USER
STUDY

Online survey using panel

2,600 completed surveys from travelers meeting minimum demographic requirements

Key markets + national supplement

NATURE ENTHUSIASTS *Their ideal trip to Puerto Rico*



Anticipated number of days & nights in Puerto Rico:

Days: 5.9
Nights: 5.4



Preferred place of stay for Puerto Rico trip:

4-star hotel: 46.3%
5-star hotel: 39.0%
3-star hotel: 19.0%
Vacation home Rental: 17.8%
Cruise ship: 11.8%
Bed & breakfast: 11.2%

Ideal time of year:

Spring
Summer
Fall
Winter

Who they would travel with:

Spouse or significant other: 79.5%

Children

Other family

Likelihood to visit Puerto Rico in the next two years: 6.7/10



LTH NUTS *Their ideal trip to Puerto Rico*



Anticipated number of days & nights in Puerto Rico:

Days: 5.8
Nights: 5.2

Preferred place of stay for Puerto Rico trip:

4-star hotel: 46.4%
5-star hotel: 42.8%
3-star hotel: 18.8%
Vacation Home Rental: 14.8%
Cruise ship: 10.8%
Bed & breakfast: 8.8%

Who they would travel with:

Spouse or significant other: 79.7%
Children 11 and under: 22.8%
Friends: 20.8%
Children 13-17: 11.2%
Other family members: 9.8%
Solo traveler: 4.8%

Likelihood to visit Puerto Rico in the next two years: 6.8/10



Ideal time of year:

Spring
Summer
Fall
Winter

Average # of visits for Puerto Rico

CULTURAL IMMERSION TRAVELERS *Who they are*

this Persona:
Interested in order to open my mind to new experiences and experiences
are very different from where they live in
is important or very important to destination selection

1.4% of travelers surveyed



Puerto Rico Destination Familiarity

Familiarity
Excitement
Appeal
Likely to Visit
0%

DEMOGRAPHICS:

Single: 19.6%
Married/Partnered: 73.6%
Children in household: 50.3%
Mean age: 42.2
Annual household income: \$105,595
Spouse's degree or more: 73.6%
Caucasian: 62.5%
Asian, Pacific Islander: 12.8%
Black, African-American: 12.2%
Latino/Hispanic: 9.1%
LGBTQ: 8.1%

Average number of leisure trips taken in the past 12 months: 4.6

54.7% Previously Visited Puerto Rico

Recent Travel Behavior

More leisure trips
More leisure trips
More leisure trips
More leisure trips
More leisure trips
More leisure trips

ARTS & CULTURE LOVERS *Who they are*

About this Persona:

"Exploring a destination's arts & culture scene is especially important to me when I travel"
High cultural/educational atmosphere is important to my destination selection

24.5% of travelers surveyed

DEMOGRAPHICS:

Single: 25.0%
Married/Partnered: 52.4%
Children in household: 46.8%
Mean age: 40.8
Annual household income: \$108,264
Spouse's degree or more: 77.0%
Caucasian: 66.8%
Asian, Pacific Islander: 10.8%
Black, African-American: 10.8%
Latino/Hispanic: 6.8%
LGBTQ: 3.8%



Average number of leisure trips taken in the past 12 months: 4.4

52.1% Previously Visited Puerto Rico

Puerto Rico Destination Metrics

Familiarity: 37.5%
Excitement: 57.8%
Appeal: 48.8%
Likely to Visit: 52.0%

Recent Travel Behavior Changes

More leisure trips to new destinations
More time spent with family/friends
More leisure trips for professional/business opportunities
More leisure trips focused on adventure and exploration
More leisure trips to beach or island destinations
More leisure trips focused on arts and entertainment
More leisure trips on other city destinations



PERSONA PRIORITIZATION

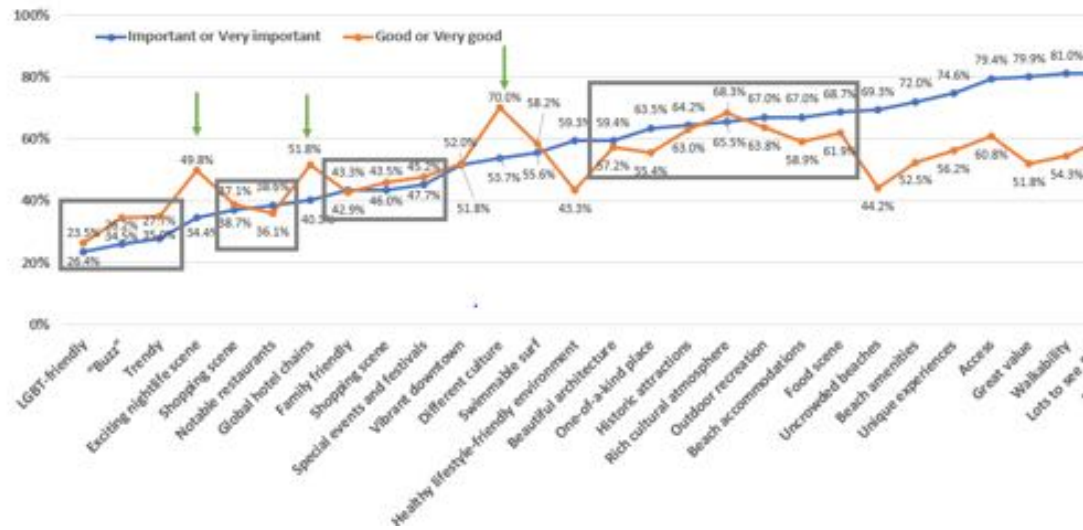


Figure 19: Content of Interest

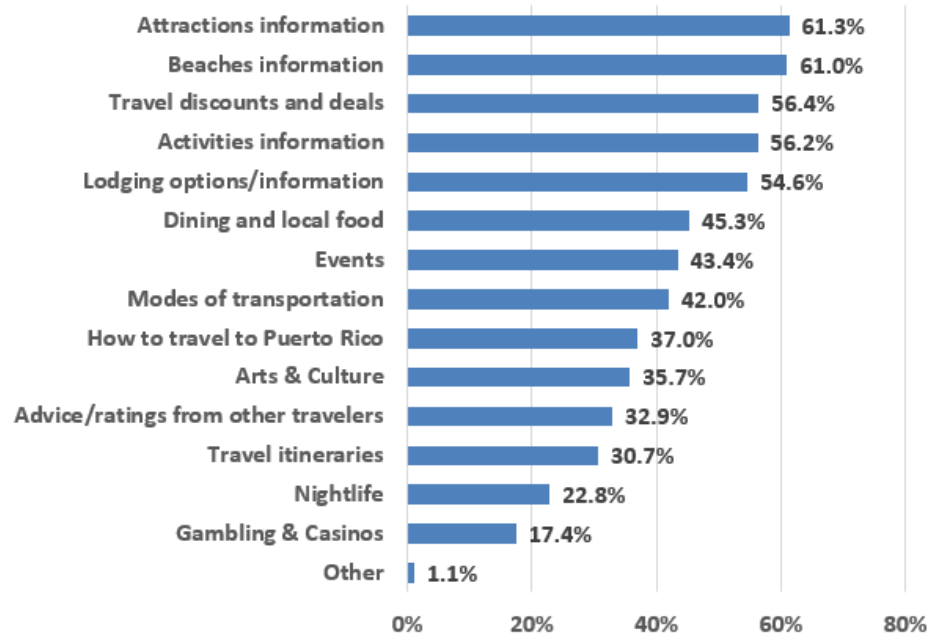
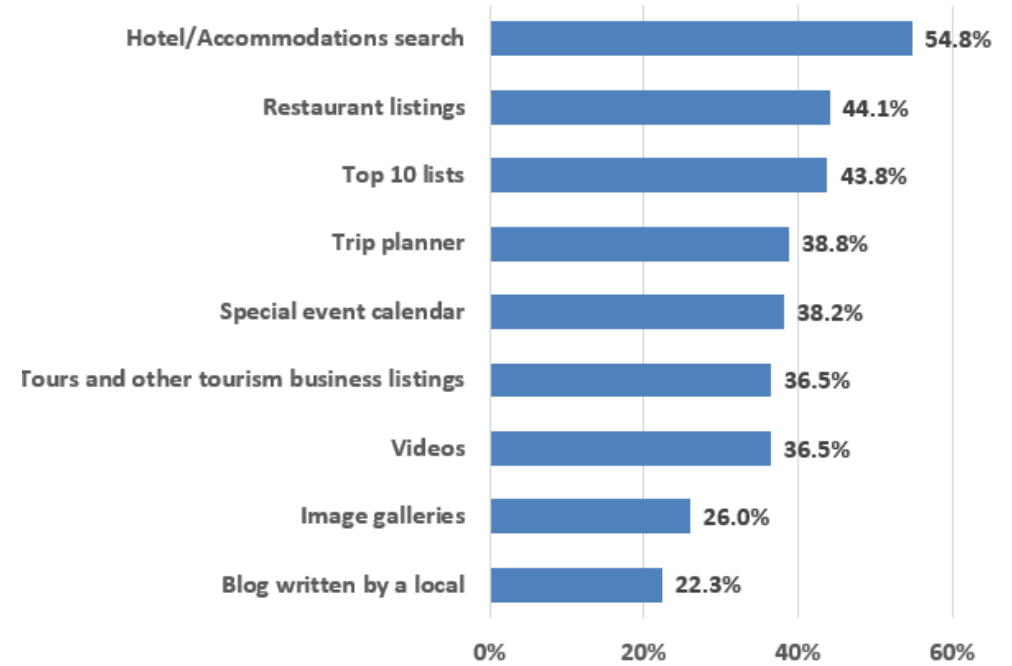
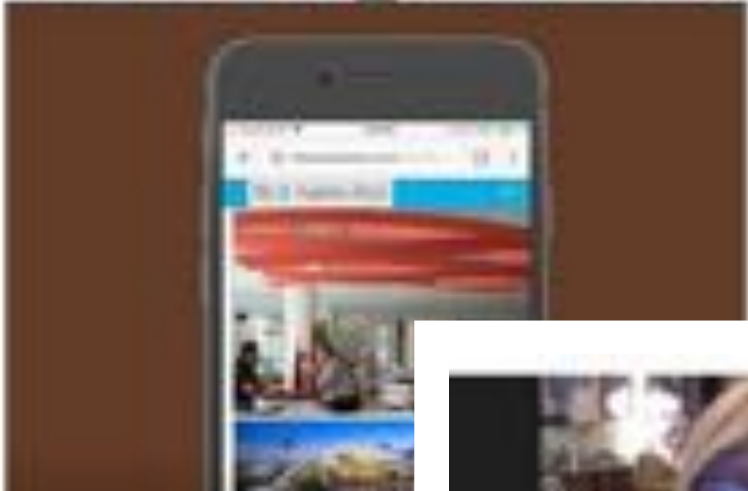


Figure 20: Website Features





WEBSITE USABILITY RESEARCH

WEBSITE USABILITY RESEARCH

60-minute UX sessions and comparative study with 20 potential leisure visitors and 11 meeting planners

"It doesn't really excite me. I'd go for a prettier website."

·It's kind of an accessory website."

"It needs to be more useful for someone with zero knowledge."

"There are options but I don't like that it immediately shows me companies."

"Photos from travelers is a great idea because it's reality."

"I understand the need for social content, but three or four pictures is enough...this isn't a social feed."

"I liked that one picture of a normal couple and not models."

How DiscoverPuertoRico.com Compares



TravelOregon.com

- In general, participants preferred TravelOregon.com over DiscoverPuertoRico.com. Travel Oregon's site offered a vast amount of inspirational content through blogs, lists and articles. While DiscoverPuertoRico.com was considered a good base, it warranted more of a "wow" factor.



GoHawaii.com

- GoHawaii.com was ranked slightly above the DiscoverPuertoRico.com website. This was primarily because GoHawaii.com had more content available. However, participants noted that the GoHawaii.com navigation scheme was challenging because there were too many steps to get to the information they were looking for. Comparatively, DiscoverPuertoRico.com was easier to use and navigate.



VISITFLORIDA.com

- Overall, VISITFLORIDA.com's ease of use and rich content featured throughout made this website much more appealing to participants compared to DiscoverPuertoRico.com. In comparison, participants felt DiscoverPuertoRico.com had potential but would require work before it could be at the same level as VISITFLORIDA.com.



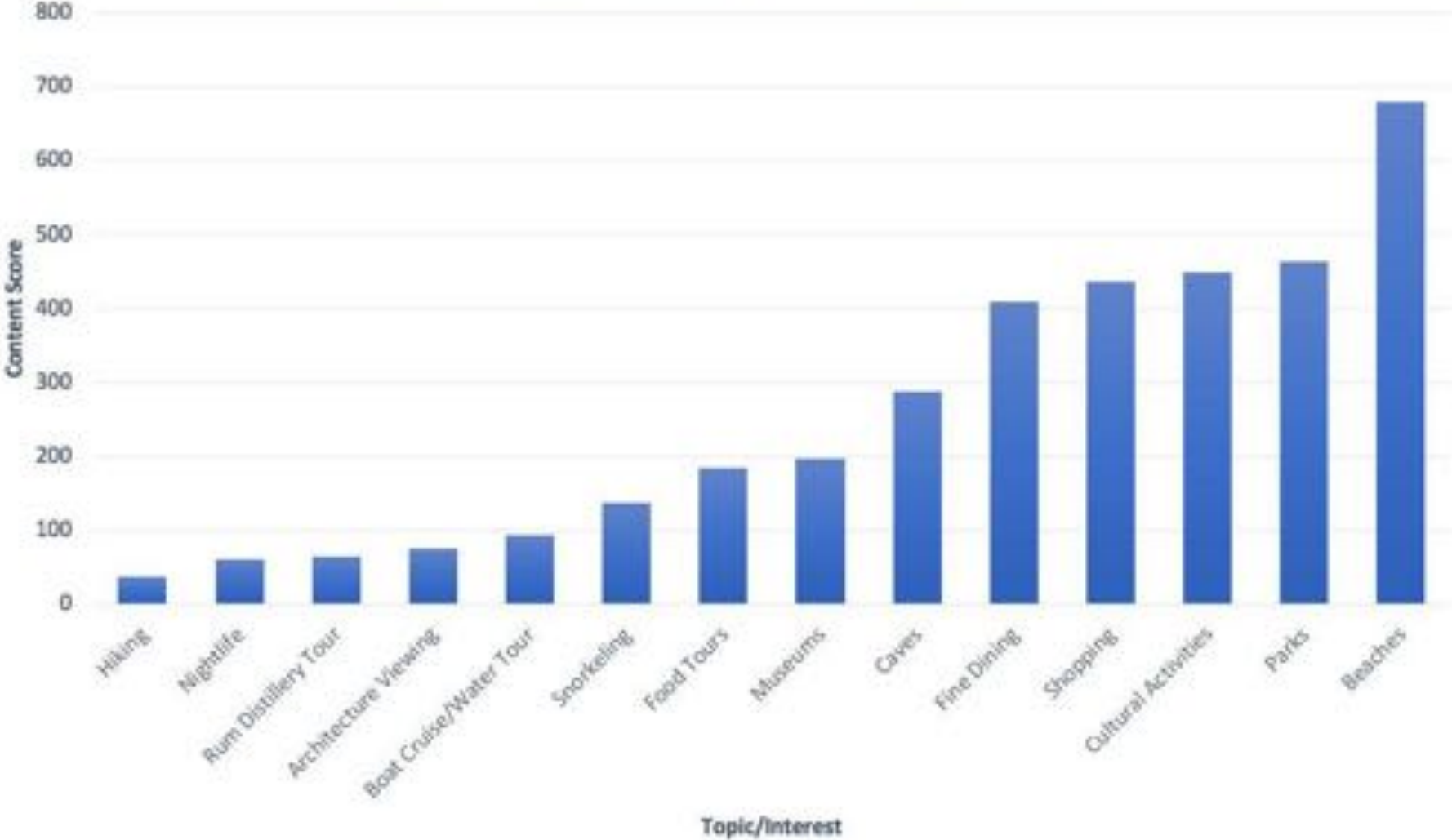
VisitMexico.com/en

- DiscoverPuertoRico.com was preferred over VisitMexico.com. DiscoverPuertoRico.com had better organization and was much easier to navigate compared to VisitMexico.com. Meanwhile, participants felt VisitMexico.com provided them with more lively images of the destination compared to the imagery found on DiscoverPuertoRico.com. While the menu was straightforward, it was difficult for participants to access content sought.

Time to Build a Website: Applying the Research Findings



Content Index Based on Target Audiences



Article Title	Notes	Focus Keyword	Tag 1	Tag 2	Launch Phase
Food Trails and Culinary Adventures in Puerto Rico	Where to find the best pork on the island, coffee farm visits, dairies/cheesemakers, distilleries/breweries, hot sauce manufacturers, gourmet shops, spice stores, other experiences.		Things to Do	Culinary & Cocktails	Feb
Historic Sites in Puerto Rico	Top 10 list covering different portions of the island	historic sites in puerto rico	Things to Do	Culture	Feb
A Guide to Music in Puerto Rico	Different styles on the island, popular contemporary music in puerto rico		Culture	Music & Dance	Feb
Learning the Dances of Puerto Rico	Where people can learn about different styles of dance, take lessons, see perform		Culture	Music & Dance	Feb
The Taina Route and Indigenous Culture in Puerto Rico	Adapt from existing content and expand as needed to showcase other related exper		Culture	People	Feb
The Island's Cultural Melting Pot	Overview of different cultures that influenced the island, historical figures, etc.		Culture	People	April
Famous People From Puerto Rico	celebrities, athletes, musicians, etc.	famous people from puerto rico	Culture	People	April
Top 20 Places to See in Puerto Rico	A round up of the most popular attractions/points of interest	top attractions in puerto rico, p	Things to Do	island-General	Feb
Frequently Asked Questions	This would live on the Facts page initially. Includes: Is Puerto Rico part of the United		island-General		Feb
Snorkeling in Puerto Rico	Round up of locations to snorkel around the island	snorkeling in puerto rico	Things to Do	Beaches & Watersports	Feb
Where to Surf in Puerto Rico	Round up of the best surf breaks around the island	surf in puerto rico	Things to Do	Beaches & Watersports	Feb
Scuba Diving in Puerto Rico	Round up locations along with equipment rentals, local dive shops	scuba diving in puerto rico	Things to Do	Beaches & Watersports	Feb
Annual Festivals in Puerto Rico	Round up of popular celebrations, holidays, etc.	festivals in puerto rico	Culture	Events	Feb
Exploring San Juan's Condado Neighborhood	Round up of sights, shopping, dining, etc.	condado	city-san-juan	Luxury	April
Visiting Cueva Ventana	Reasons to visit, activities, nearby recommendations	cueva ventana	city-arecibo	Caves	Feb
Visiting El Yunque National Forest	Reason to visit, activities, popular trails, nearby recommendations	el yunque national forest	region-east	Parks & Preserves	Feb
Adventures with a View: Top Ziplines in Puerto Rico	Round up of locations around the island	zipline puerto rico	Outdoor		April
Basic Information for Traveling to Puerto Rico	Information about arriving by plane or cruise, currency, transportation	traveling to puerto rico	island-General	Transportation	Feb
Where to Taste Puerto Rican Coffee	Round up of coffee farms with visitor experiences, local roasters	puerto rican coffee	Culinary & Cocktails	Restaurants	April
Exploring San Juan's Santurce Neighborhood	Round up of things to do, where to eat and other recommendations		city-san-juan		April
Island Experiences: Unique Puerto Rico Tours	Round up of different types of tours that offer interesting experiences	puerto rico tours	Tours	island-General	April
Top Resorts in Puerto Rico	Top # list of great resort properties around the island	resorts in puerto rico	Places to Stay	Resorts	Feb
Renting a Car in San Juan	Basic info about where to pick up, which side of the island, etc.	san juan car rental	Transportation	city-san-juan	April
Theaters in Puerto Rico	Overview of different theaters around the island, ticket information	theaters in puerto rico	Culture	Theaters	April
Rum Distillery Tours in Puerto Rico	Where visitors can learn about rum production and taste local rums		Culinary & Cocktails		Feb
The Top Golf Courses in Puerto Rico	Round up on top 5-10 courses, what makes them special	puerto rico golf courses	Golf	Luxury	Feb
The Most Challenging Holes of Golf on Puerto Rico	Round up on 5-10 specific holes on courses that are uniquely challenging		Golf		Feb
The Best Golf Courses Near San Juan	Round up of courses that are easily accessible from the city	golf courses near san juan	Golf	Region-Metro	Feb
Fine Diving Experiences in Puerto Rico	Round up of a few of the best, most-expensive rest puerto rico fine diving		Luxury	Culinary & Cocktails	Feb
Top-Rated Spas in Puerto Rico	Round up of unique spa experiences around the island	spas in puerto rico	Luxury	Spas	Feb
Where to Go Out Dancing in San Juan	A few popular nightlife spots around the city		Nightlife		Feb

WEB BUILD CONTENT PLAN

profile pages, in the relationships page tab relationships for each landing page. These top relationships will be added to an upcoming software.

Menu	Things to Do	Things to Do	Things to Do	Things to Do
<ul style="list-style-type: none"> The World Global Learning Global Learning Learning & Coaching History Math & Science Project Project Management Project Management Project Management Project 	<ul style="list-style-type: none"> Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation 	<ul style="list-style-type: none"> Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation 	<ul style="list-style-type: none"> Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation 	<ul style="list-style-type: none"> Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation Search & Navigation

SITE MAP DESIGN

Get the best of Puerto Rico delivered to your inbox. [JOIN >](#)



NAV

The Island



- Culture
- Culinary & Cocktails
- History
- Music & Dance
- People
- Popular Attractions
- Regions
- Facts
- Media Accolades
- See All



Top Places to See in Puerto Rico



Food Trails and Culinary Adventures in Puerto Rico

Puerto Rico



LANDING PAGE: BEACHES





A hand is holding a rectangular, light-colored card with the words "THANK YOU" written in a simple, black, sans-serif font. The card is held against a rustic wooden table with a natural wood grain. In the background, a spiral-bound notebook with a dark cover and a white coffee cup on a matching saucer are visible, suggesting a workspace or a moment of reflection.

THANK YOU