



Discover Puerto Rico

DIGITAL MARKETING RECAP

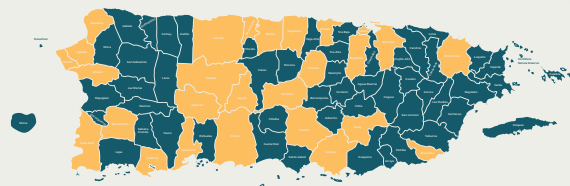
August 2022

SOCIAL MEDIA

In August 2022, Discover Puerto Rico's social media content was divided between two social holidays: #WellnessMonth and #RumMonth. In celebration of #NationalRumDay, the team covered Roberto Berdecia's TV appearance on the show, "Good Day New York," while also launching our most viewed reel to the day created in-house, which covered experiences on the Island related to this spirit. The local partners featured on the reel were Ron del Barrilito, Casa BACARDÍ, La Destilería Craft Spirits, and Don Q. To promote wellness on the Island, the "Discover Puerto Rico Through the Senses" activation was launched, in which unique experiences that stimulate the senses were highlighted through infographics. The assets covered the six Puerto Rico regions. In addition, the team continued the promotion of the "Live Boricua" and "Sunshine to Spare" campaigns.

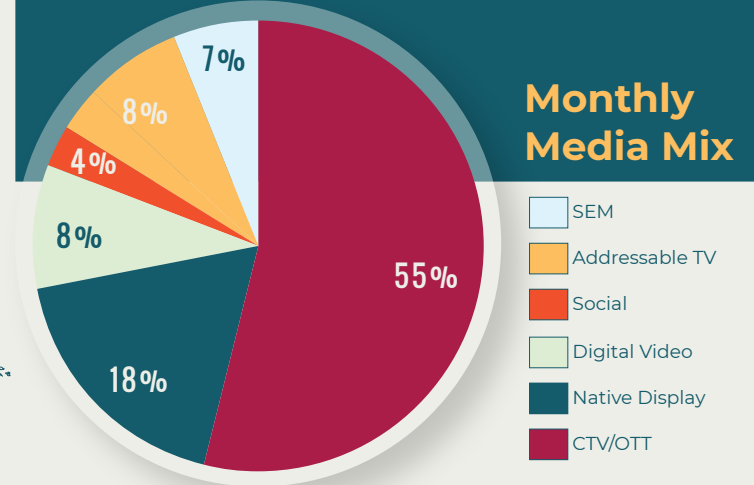
Featured Municipalities

- | | | |
|---------------|---------------|-----------------|
| 1. Río Grande | 12. Cabo Rojo | 23. Orocovis |
| 2. San Juan | 13. Ponce | 24. Guayanilla |
| 3. Cayey | 14. Bayamón | 25. Salinas |
| 4. Aguada | 15. Cataño | 26. Barceloneta |
| 5. Coamo | 16. Jayuya | 27. Vega Baja |
| 6. San Germán | 17. Aguadilla | |
| 7. Maunabo | 18. Corozal | |
| 8. Dorado | 19. Añasco | |
| 9. Rincón | 20. Arecibo | |
| 10. Guánica | 21. Manatí | |
| 11. Utuado | 22. Adjuntas | |



PAID MEDIA

In August, paid media was supported with Core and American Rescue Plan Act (ARP) funds. Creative continued to feature the "Live Boricua" campaign. Digital media plans shifted to focus on generating immediate bookings and economic impact for the Island while traditional media plans continued to encourage awareness. Discover Puerto Rico's media efforts on the LGBTQ+ front continued into August, with plans for flighting throughout the year.

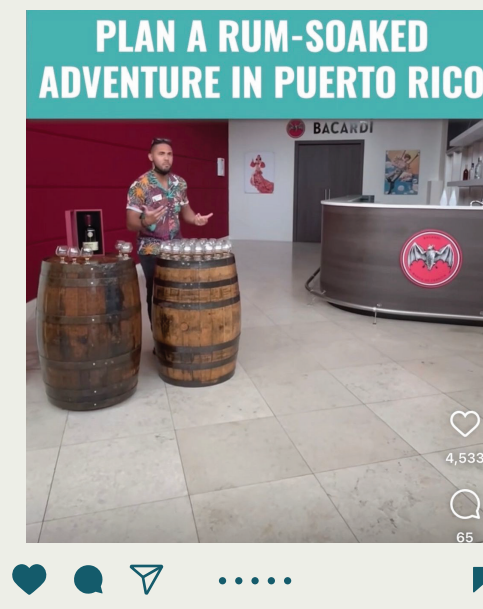


Facebook



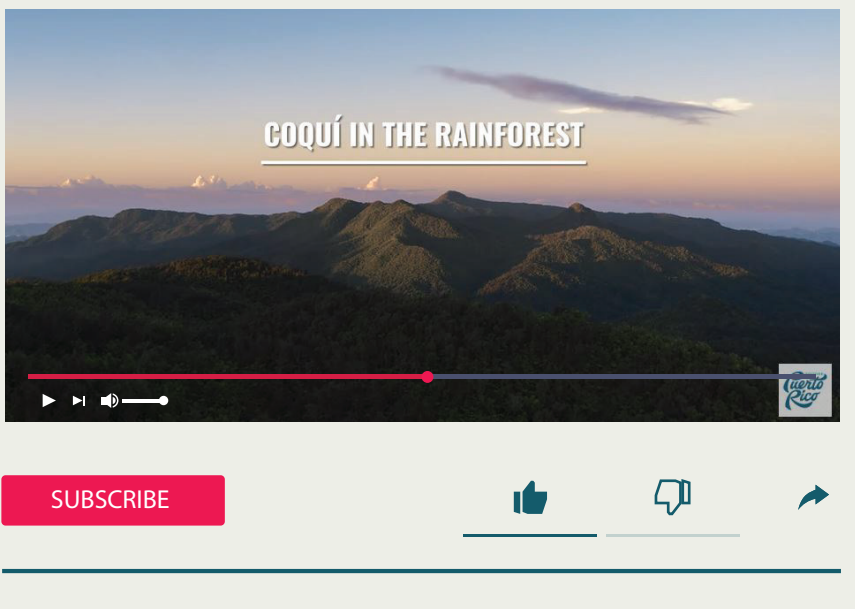
The [top performing post](#) of the month on Facebook was a UGC organic publication featuring La Esperanza beach in Manatí. Since being published, this post has generated over 162K impressions, almost 3K engagements, and reached more than 152K users.

Instagram



The [top performing post](#) on Instagram was the reel created for #NationalRumDay. This reel has generated 92K views since published, 7.5K engagements, and has reached 90K social users organically.

YouTube



In August, Discover Puerto Rico's YouTube channel generated 151 new subscribers. [The top performing video](#) of the month was the first episode of the video series Sounds Like Puerto Rico, which was dedicated to the coquí in El Yunque National Forest. This video generated 3K views in August and 67.7K views since published in December 2020.

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Discover Puerto Rico

WEB CONTENT

DiscoverPuertoRico.com

(08/01/2022 – 08/31/2022)

The website has experienced a decrease in sessions and pageviews as restrictions for Covid 19 become more relaxed, and the Travel Advisory loses momentum. In addition, budget reductions and a shift in paid media strategy to focus on awareness and invest in low funnel conversion have played a role in visitation.

- Users: **557,669** (+2.81% YoY)
- Sessions: **712,961** (-7.52%)
A session is the period of time a user is actively engaged with the website.
- Pageviews: **1,238,604** (-6.30% YoY)
Total number of pages viewed.
- Avg. Session Duration: **1:42** (-22.76%)
This measures the average length of each session. More than one minute is great!
- Bounce Rate: **68.83%** (-17.92%)
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.
- Total Partner Referrals To Date: **1,322,667**
- Referrals For August: **56,288** (+1.98% YoY)
- Email Subscriptions: **1,018** (+1.19% YoY)

New Content:

DiscoverPuertoRico.com/es

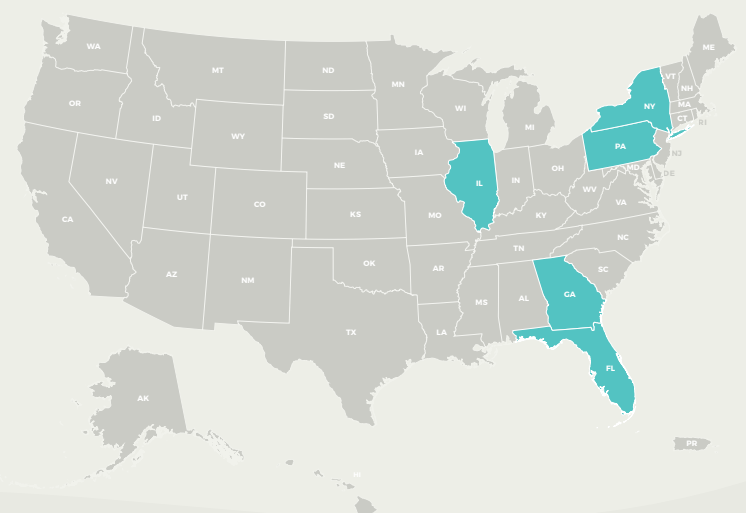
- Pageviews: **45,003** (+92.12% MoM)
- Avg. Session Duration: **2.34 minutes** (+13.32% MoM)
- Bounce Rate: **78.30%** (-8.82%)

Top Performing Content:

1. Homepage
2. Live Boricua
3. Travel Guidelines
4. Best Beaches in Puerto Rico
5. Places to Stay

Top Website Visitor's Locations:

- New York
- Miami
- Chicago
- Philadelphia
- Atlanta



*We are currently working on phase two of Discover Puerto Rico's Website Translations, which includes more leisure content, as well as MICE articles.