

DISCOVER PUERTO RICO

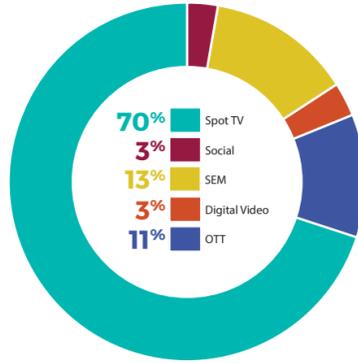
DIGITAL MARKETING RECAP
AUGUST 2021



MEDIA RECAP

During August, Discover Puerto Rico began increasing media investments to generate demand for the fall travel season. The majority of the month was funded by a low-level core budget, with the start of CDBG-DR campaigns at the end of the month with buys for Spot TV and OTT. The campaign will continue to build in the coming months. Creative messaging continued with "It's Time to Book" and had a rotation of 60% health and safety and 40% inspiration.

MONTHLY MEDIA MIX



CREATIVE MEDIA SAMPLE



SOCIAL MEDIA RECAP

In August, which is also known as Rum Month, Discover Puerto Rico dedicated three Instagram lives to present travelers with various distilleries around the Island: Ron del Barrilito, La Casita de Rones, and San Juan Distillers. In addition, the arrival of the first cruise to Puerto Rico and the grand opening of Distrito T-Mobile were also covered. The team continued its coverage of the Puerto Rican athletes' performance in the Olympics, resulting in a noticeable increase in impressions on Twitter. The "Return the Love" campaign and the "Population: YOU" social activation were launched. The "Fantasy Island" sweepstakes were also amplified in Discover Puerto Rico's social channels, in collaboration with Sony Pictures.

Municipalities featured in August:

Cataño, Cabo Rojo, Culebra, San Juan, Vega Baja, Arroyo, Bayamón, Hatillo, Utuado, Lares, Aguadilla, San Germán, Vega Alta, Fajardo, Arecibo, Rincón, Carolina, Toa Baja, Peñuelas.

FACEBOOK



August's [top-performing Facebook post](#) was the official video for the "Population: YOU" activation, generating with paid advertising 189K impressions, 129.4K video views, and 2.3K link clicks. However, the top organic performer of the month was the post dedicated to the moment Puerto Rico's national anthem was played at the Tokyo Olympics, reaching 111.7K users, 1.8K likes, and 342 shares.



Calling all true adventure seekers for a secret quest in Puerto Rico- the challenge starts today! In the upcoming weeks, we'll be sharin... See More



DISCOVERPUERTORICO.COM
Population: YOU

Learn More

@DiscoverPuertoRico

INSTAGRAM



The [top-performing Instagram post](#) was a UGC picture featuring the town of Vega Baja. Organically, this post generated 63K impressions, 3.3K likes, 3.5K engagements, and was saved 217 times.



Liked by localguest and 3,301 others

discoverpuertorico Mirror, mirror in the spring, where should I travel next week? The answer is very clear in the waters of the colorful town of Vega Baja. Can you guess the answer? 🤔 🇵🇷 #ItsTimeToBook #DiscoverPuertoRico

📍 : Ojo de Agua en Vega Baja, Puerto Rico
👤 : @heregoeslydia

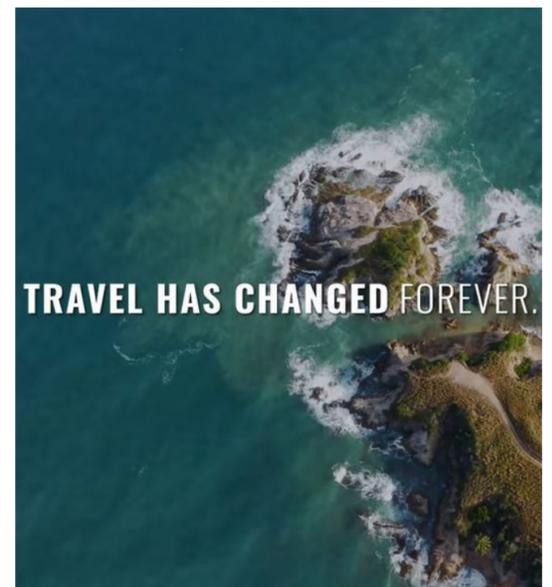
@discoverpuertorico

YOUTUBE



In August, Discover Puerto Rico's YouTube channel generated 115 new subscribers and 332K views.

The [top-performing YouTube video](#) was part of the "Its Time to Plan" campaign, acquiring 235.5K views in August and 7.9M views since published.



Discover Puerto Rico

WEB CONTENT RECAP

DISCOVERPUERTORICO.COM

(08/01/2021 - 08/31/2021)



• **Users:** : 542,421 (+152% YoY)

• **Sessions:** 770,937 (+161% YoY)

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

• **Pageviews:** 1,321,935 (+203% YoY)

Total number of pages viewed.

• **Avg. Session Duration:** 2:11 minutes (+20% YoY)

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

• **Bounce Rate:** 58% (-6% 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.

Most read pages and articles

- [1. Travel Guidelines](#)
- [2. Homepage](#)
- [3. Visitor Health & Safety Guidelines](#)
- [4. How to Get to Vieques and Culebra](#)
- [5. Things to Do](#)

New content pieces

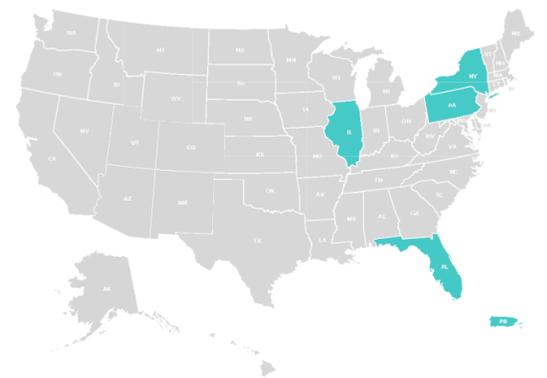
- [1. Play Your Getaway in Rum-soaked Puerto Rico](#)
- [2. Guide to Distrito T-Mobile](#)

Total partner referrals to date: 844,018

• **Referrals for August:** 55,193 (-25% MoM)

Top Website Visitors' Locations

- San Juan
- New York
- Orlando
- Chicago
- Philadelphia



CONTENT PIECE SAMPLE



Guide to Distrito T-Mobile

Experience the ultimate entertainment center in Puerto Rico.

"This is how we do it down in Puerto Rico." Luis Fonsi said it in his hit song "Despacito," and Distrito T-Mobile showed up to back him up! San Juan's new premier entertainment hub is everything you need - and more, to fulfill your urban vacation dreams. If you're looking for a place that has it all, then Distrito T-Mobile should be on your radar.