

# DISCOVER PUERTO RICO

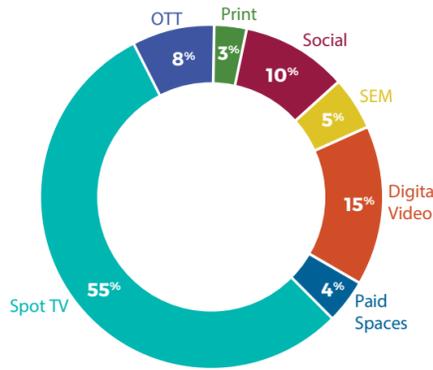
DIGITAL MARKETING RECAP  
SEPTEMBER 2021



## MEDIA RECAP

In September, we continued with our CDBG-DR Tranche 2 media program with the heaviest investment in Spot TV. Discover Puerto Rico had a presence in four key markets: New York City, Baltimore, Washington D.C., and Chicago. Print was also added back into the media mix with placement in Food & Wine. In September, we continued to build our digital media investment compared to August to impact the upcoming high season. "It's Time to Book" creatives maintained a rotation of 60% health and safety and 40% inspiration.

### MONTHLY MEDIA MIX



### CREATIVE MEDIA SAMPLE



## SOCIAL MEDIA RECAP

In September, Discover Puerto Rico's social media channels dedicated most of its content to the celebration of San Juan's 500th anniversary, including videos, live broadcasts, and our first Instagram reel. The secret locations from the "Population: YOU" activation were revealed along with the "Fantasy Island Sweepstakes" winner. Paid advertising was resumed while continuing the "It's Time To Book" messaging. The locations featured in this month's Instagram Lives included El Morro, Old San Juan's Cathedral, the San José Church, the underground tunnels at the Castillo San Cristóbal, and the La Cuchilla PR glamping site in Aibonito.

Municipalities featured in September:

**Aibonito, San Juan, Ceiba, Salinas, Cabo Rojo, Vieques, Gurabo, Río Grande, Loíza, Comerío, Juncos, Rincón, Bayamón, Humacao, Orocovis, Cayey, Vega Alta**

### FACEBOOK



With nearly 234K impressions and more than 175K users reached, September's [top performing post on Facebook](#) was a repurposed video as part of San Juan's 500th anniversary theme, which featured El Morro. With paid advertising, this video generated 83.6K views, 2.4K engagements and was shared 672 times.



@DiscoverPuertoRico

### INSTAGRAM



[Instagram's top performer](#) for September is a UGC picture featuring Cabo Rojo's pink salt flats. This post generated 62K organic impressions and 3.3K likes and was saved 414 times.



3,288 likes

discoverpuertorico Walking along Cabo Rojo's pink salt flats will truly feel like a daydream! ☁️🌟 The unique color of the water is the result of its high concentration of minerals. Add this popular attraction to your list of stops 📍 on your way to the famous Los Morrillos Lighthouse in Cabo Rojo. #ItsTimeToBook #DiscoverPuertoRico 📸: @thestylebrunch

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### YOUTUBE



In September, Discover Puerto Rico's YouTube channel uploaded five new videos and generated 126 new subscribers and 4.9M views.

[YouTube's top performer](#) is part of the "It's Time to Book" messaging, generating with paid advertising, 2.1M views in September and 2.9M views since published.



Discover Puerto Rico

## WEB CONTENT RECAP

### DISCOVERPUERTORICO.COM

(09/01/2021 - 09/30/2021)



• **Users:** 579,934 (+165.3% YoY)

• **Sessions:** 772,425 (+163.2% YoY)

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

• **Pageviews:** 1,291,331 (+184.9% YoY)

Total number of pages viewed.

• **Avg. Session Duration:** 1:55 minutes (-4.9% YoY)

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

• **Bounce Rate:** 63.3% (+5.4% 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. [Things to Do](#)
5. [Best Beaches in Puerto Rico](#)

### New content pieces

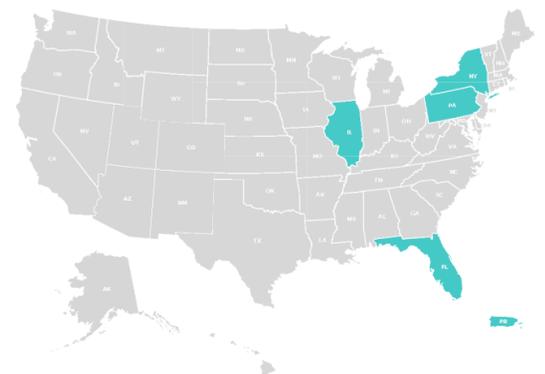
1. [Sustainable Experiences in Puerto Rico](#)
2. [Five Days of Slow Travel in Puerto Rico](#)

Total partner referrals to date: 887,734

• Referrals for September: 43,716 (-21% MoM)

### Top Website Visitors' Locations

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



### CONTENT PIECE SAMPLE



## Sustainable Experiences in Puerto Rico

From urban to mountain and sea, find low-imprint activities to do in paradise.

Planet and people! That's what sustainability is all about, and Puerto Rico has a bountiful of experiences in which you and paradise can exist in complete harmony. The Island's diverse topography and varied ecosystems make it easy for anyone to choose to go the road less traveled and leave nothing but love and footprints.

Connect with Puerto Rico native roots exploring archeological findings in a cave, indulging in a rum concoction, learning all about chocolate on a farm or protecting our