

# DISCOVER PUERTO RICO

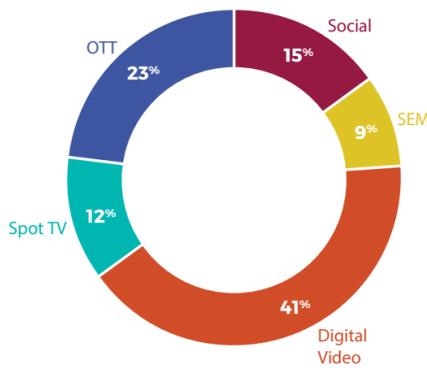
DIGITAL MARKETING RECAP  
OCTOBER 2021



## MEDIA RECAP

In October, CDBG-DR Tranche 2 media investment continued. Spot TV and Print activations were on hiatus for the month. Digital video was the largest investment, followed by social media. The "It's Time to Book" creative was in rotation, with 60% health and safety messaging and 40% inspiration.

### MONTHLY MEDIA MIX



### CREATIVE MEDIA SAMPLE



## SOCIAL MEDIA RECAP

In October 2021, the social media team launched the Monday Coffee Break activation. Through dynamic infographics, four coffee towns of Puerto Rico were highlighted, along with all the coffee-centric experiences they offer visitors. Discover Puerto Rico announced the Island's upcoming participation in *Dick Clark's New Year's Rockin' Eve* and launched the 500 Old San Juan anniversary campaign. The team conducted four Instagram Lives: International Coffee Day from Lares and La Destilería Craft Spirits from Jayuya and the accommodation known as Luna Escondida in Barranquitas. The Instagram reel of the month was dedicated to the La Cuchilla PR glamping site in the municipality of Aibonito.

Municipalities featured in October:

**Lares, Jayuya, Orocovis, Aguadilla, Yauco, San Juan, San Sebastián, Arecibo, Mayaguez, Ponce, Dorado, Yabucoa, Aibonito, Carolina, Maricao, Isabela, Vieques, Bayamón, Salinas, Morovis, Barranquitas**

### FACEBOOK



In October, we had two top performers on Facebook. With paid advertising, the [Dick Clark's New Year's Rockin' Eve announcement video](#) created by our Multimedia team generated more than 172K impressions and reached 143K users. However, the Ponce post from the Monday Coffee Break activation outperformed this video in likes (1.9K) and engagements (2.5K) with paid advertising.

Puerto Rico is about to make ✨HISTORY✨ and you need to be a part of it – 2022 starts HERE! Our Island will ring in 2022 with the first-ever Spanish language countdown on the iconic *Dick Clark's New Year's Rockin' Eve*. 🎆 And that's not all - the most watched NYE broadcast is celebrating its 50th anniversary, making it EXTRA special. There's nowhere else to be this holiday season but Puerto Rico. It all starts here. See you in 🇺🇸! 🇵🇷🇵🇷🇵🇷  
#RockInEve #PRxRockinEve DISTRITO T-Mobile #DiscoverPuertoRico



@DiscoverPuertoRico

### INSTAGRAM



In October, [Instagram's top performer](#) was a carousel post dedicated to the urban art project in the municipality of Yauco called Yaucromatic. Organically, this post generated more than 41K impressions and 2.9K engagements, reached more than 34.7K users, and was saved 162 times.



Liked by renatobacchi13 and 2,724 others

discoverpuertorico Yauco's urban area is truly a masterpiece! 🎨 Welcome to @yaucromatic - an urban art project bringing together local and international artists to create mural art around the town of Yauco. Jonathan "Pito" Hernández is the great visionary leading this artistic movement. There are 62 works of art painted across different areas of this town, worthy of an instagrammable moment! 😊

@discoverpuertorico

### YOUTUBE



Discover Puerto Rico's YouTube channel uploaded six new videos in October while generating 151 new subscribers and 2.7M views. The [month's top performer](#) was a video called "It's Time for New Worlds," part of the "It's Time" campaign. With paid advertising, this video generated 1.3M views in October and 4.1M views since published.



Discover Puerto Rico

## WEB CONTENT RECAP

DISCOVERPUERTORICO.COM

(10/01/2021 - 10/31/2021)



• **Users:** 540,266 (+95.4% YoY)

• **Sessions:** 734,034 (+95.6% YoY)

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

• **Pageviews:** 1,265,190 (+102.2% YoY)

Total number of pages viewed.

• **Avg. Session Duration:** 2:05 minutes (flat)

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

• **Bounce Rate:** 59.6% (+3.9% 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. Exploring Puerto Rico's Bioluminescent Bays](#)

### New content pieces

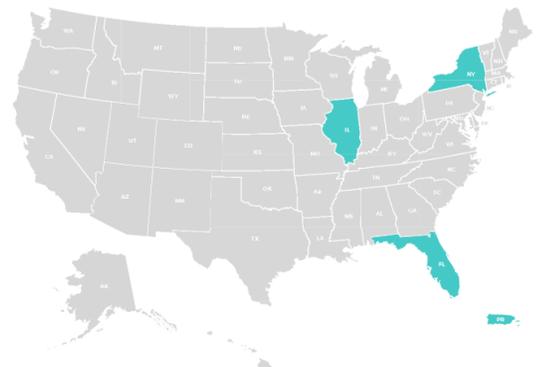
- [1. Sustainable Travel in Puerto Rico](#)
- [2. Four Days of Coffee Immersion in Puerto Rico](#)
- [3. Explore Puerto Rico's Architectural Gems](#)

Total partner referrals to date: 933,022

• Referrals for October: 45,288 (+3.6% MoM)

## Top Website Visitors' Locations

- New York
- San Juan
- Orlando
- Chicago
- Miami



### CONTENT PIECE SAMPLE



From museums to tunnels, San Germán holds so much history in its structures.

## Explore Puerto Rico's Architectural Gems

Dive into the history and enchantment of the structures that built us.

There is a reason Puerto Rico is the heart and soul of the Caribbean. It is well known that its pristine beaches, mesmerizing mountainous landscape, delicious food, and the never-seizing energy of its people make the Island the ideal destination for just about any traveler seeking a paradise getaway. But did you know that Puerto Rico's larger-than-life architecture is as varied as its natural resources?