

DISCOVER PUERTO RICO

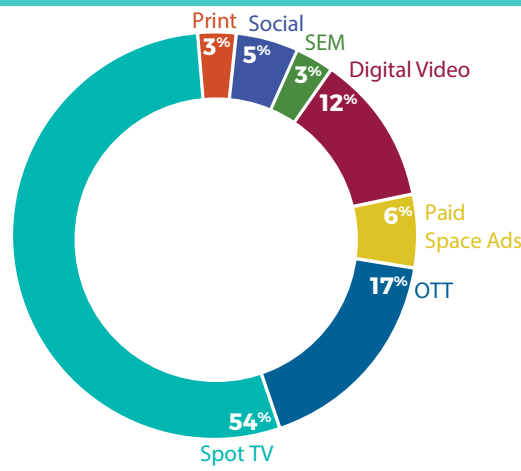
DIGITAL MARKETING RECAP
NOVEMBER 2021



MEDIA RECAP

Media programs in November were funded by CDBG-DR, with a heavy focus on awareness placements and video executions, including Spot TV, OTT, and Digital Video. From October to November, media budgets were increased to generate and influence demand for the high season. Print was also reintroduced to the media mix during the month to maintain a national presence. Messaging continued to be the "It's Time to Book" campaign focusing on both health & safety and inspiration.

MONTHLY MEDIA MIX



CREATIVE MEDIA SAMPLE



SOCIAL MEDIA RECAP

In November 2021, Discover Puerto Rico's social media team continued the "It's Time to Book" messaging, as well as the 500th San Juan anniversary campaign. The team promoted Puerto Rico Cocktail Week and broadcast an Instagram Live to raise awareness about the event with Roberto Berdecía. The Instagram reel of the month was dedicated to the urban art project called "Yaucromatic," located in Yauco. Likewise, the yearly Small Business Saturday campaign collaboration with Brands of Puerto Rico was launched, featuring seven local businesses through regular social posts and videos, Instagram reels, and Instagram Stories.

Municipalities featured in November:

Ponce, Rincón, Cataño, San Juan, Trujillo Alto, Arecibo, Manatí, Villalba, Hatillo, Corozal, Toa Alta, Yauco, Utuado, Adjuntas, San Lorenzo, Guaynabo, Loíza, Dorado, Caguas, Luquillo.

FACEBOOK



November 2021's [Facebook top performer](#) was an organic post dedicated to Puerto Rico's traditional Thanksgiving menu. Organically, this post reached 68K social media users and generated 1.1K reactions, 1.4K engagements, and 212 shares.



Discover Puerto Rico is in San Juan, Puerto Rico.

Posted by Falcon.io
Nov 25 · 🌐

Where to start? That is the question! 🤔 On a Puerto Rican Thanksgiving Day, the traditional menu will include "arroz con gandules" or rice with pigeon peas, and delicious "pasteles." We all love our stuffed turkey, but a juicy "pernil" (slow-roasted pork) tastes delicious too! 😊
#HappyThanksGiving from #DiscoverPuertoRico!
📍 La Alcapurria Quemá - San Juan, Puerto Rico



@DiscoverPuertoRico

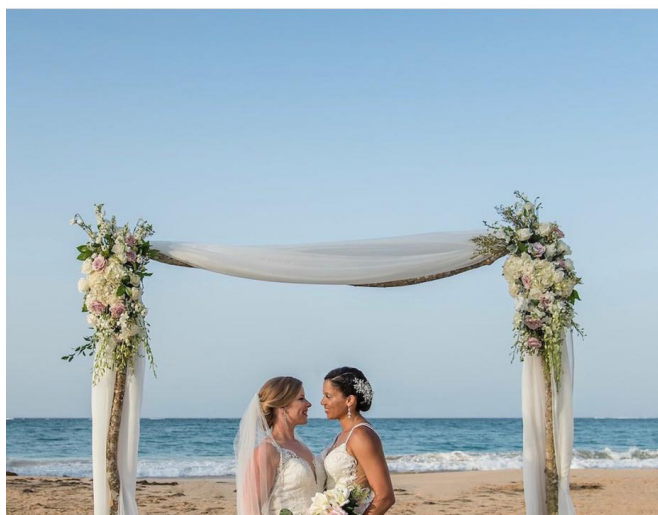
INSTAGRAM



[Instagram's top performer](#) in November was an LGBTQ+ wedding post. Organically, this post garnered 50.2K impressions, 2.4K likes, and reached 49K social media users.



discoverpuertorico
Based in Puerto Rico
San Juan, Puerto Rico



Liked by renatobacchi13 and 2,351 others

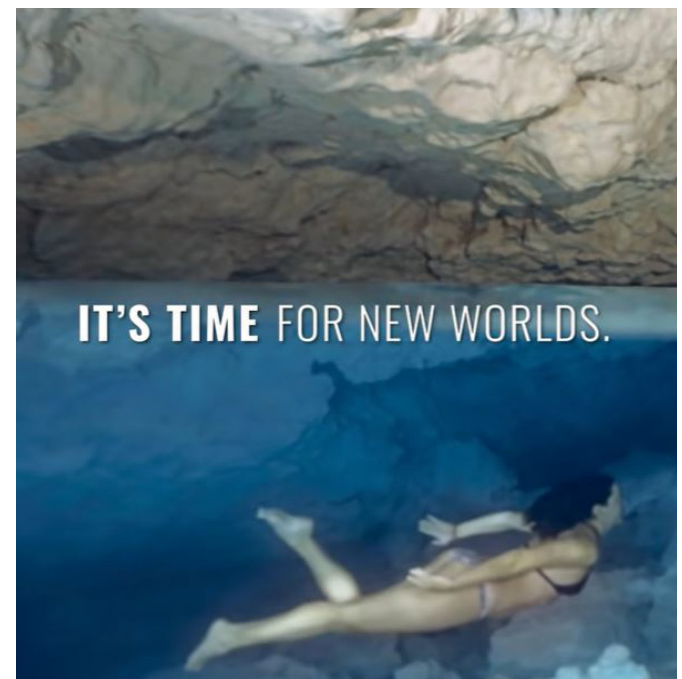
discoverpuertorico Your dream wedding and honeymoon are one flight away. ❤️ 🌊 Visit the link in

@discoverpuertorico

YOUTUBE



In November, Discover Puerto Rico uploaded six new videos to its YouTube channel, generating 144 new subscribers and 2.2M views. With paid advertising, the [month's top performer](#) called "It's Time for New Worlds" generated 13.6K impressions, 1.2M views this month, and 5.5M views since published.



Discover Puerto Rico

WEB CONTENT RECAP

DISCOVERPUERTORICO.COM

(11/01/2021 - 11/30/2021)



• **Users:** : 516,157 (+37.8% YoY) | Organic: 365,767 (+97.4%)

• **Sessions:** 752,988 (+49.4% YoY)

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

• **Pageviews:** 1,317,618 (+63.6% YoY)

Total number of pages viewed.

• **Avg. Session Duration:** 02:10 minutes (+20.3%)

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

• **Bounce Rate:** 59.11% (-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. [Events Calendar](#)

New content pieces

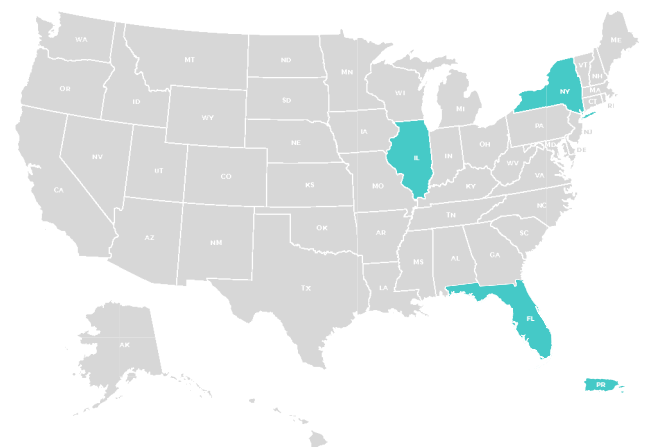
1. [Christmas Tastes like Lechón in Puerto Rico](#)
2. [The Puerto Rican Timeless Tradition of Three Kings Day](#)
3. [2022 Starts in Puerto Rico](#)

Total partner referrals to date: 983,626

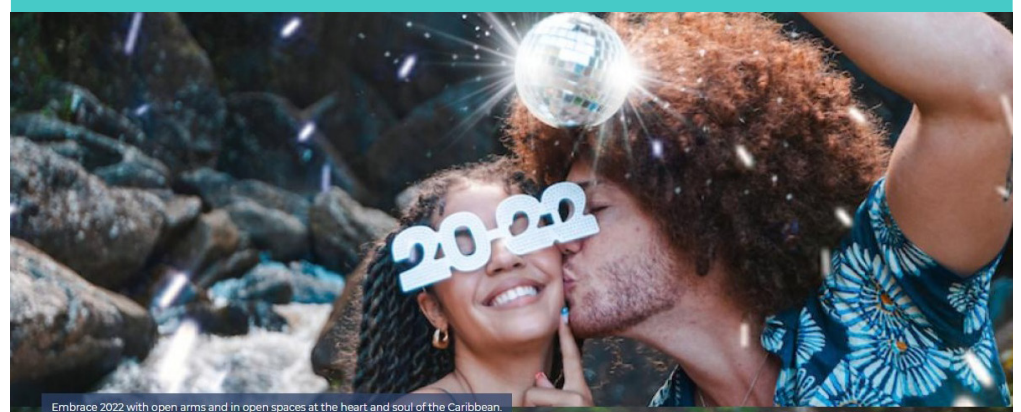
• Referrals for November: 50,604 (+11.7% MoM)

Top Website Visitors' Locations

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



CONTENT PIECE SAMPLE



2022 Starts in Puerto Rico

The mood for the new year is tropical, and it begins in a sun-kissed paradise. *Tres, dos, uno... ¡felicidades!* You'll hear it. You'll feel it. You'll love it!

The vibrancy and spirit of Puerto Rico are not just about ringing in the New Year with *sabor*; it's about all the experiences in between. If you're ready to bid farewell to 2021 and make space for new opportunities, thrilling adventures, relaxing escapades, unforgettable memories, and so much more, then your year must start in the heart and soul of the Caribbean.

Embrace 2022 with open arms and in open spaces — which Puerto Rico is not short of, and let the Island set the tone for the rest of your year. Think about it... your first adventure of the year can include mesmerizing views from mountain tops, whether you hike up to them or sore right across them. If you're going to experience the winter blues, then let it be through a pristine beach; you can surf, snorkel, dive, or simply relax and enjoy the sunshine. Are you seeking fun and nightlife? Puerto Rico will meet you with unparalleled bars, dives, clubs, and more. After all, the holiday season is ideal for practicing your *chinchorro* skills.

Travel at your pace and explore on your own terms! Experience amazing road trips, colorful festivals, historical sightings, enticing