

# DISCOVER PUERTO RICO

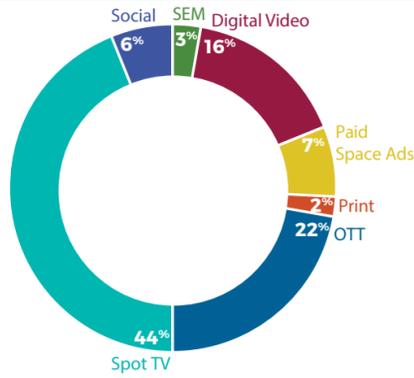
DIGITAL MARKETING RECAP  
DECEMBER 2021



## MEDIA RECAP

In December, media was supported with funds from CDBG-DR and CARES Act with budget increases compared to the month prior. The messaging continued to be "It's Time to Book," highlighting both health & safety and inspiration with a focus on impacting and supporting the Island's high season. Spot TV was placed in three markets, including Houston, Atlanta, and New York City. Discover Puerto Rico maintained a national presence with print placements and supported digital investments to encourage future bookings.

### MONTHLY MEDIA MIX



### CREATIVE MEDIA SAMPLE



## SOCIAL MEDIA RECAP

In December, Discover Puerto Rico launched "2022 Starts Here" messaging on its social channels, prioritizing content that consists of a hybrid between photography and video called cinemagraphs. The "2022 Starts in Puerto Rico" sweepstakes was launched, generating 4,661 submissions. The Instagram live takeover activation "Holidays in the Mountains of Puerto Rico" showed followers how the holidays are celebrated in the mountains of the Island through a series of posts and Instagram Lives and Instagram and Facebook stories. The two municipalities highlighted in this activation were Cayey and Ciales. The "Dick Clark's New Year's Rockin' Eve" television event in Puerto Rico was promoted the entire month, finalizing with the special coverage on the 31st. CNN's "New Year's Eve Live" was also promoted on Discover Puerto Rico's social channels.

Municipalities featured in December:

**San Juan, Cabo Rojo, Mayagüez, Ponce, Ciales, San Sebastián, Cayey, Añasco, Juana Díaz, Lajas, Manatí, Fajardo, Río Grande, Naranjito, Carolina, Guayanilla, Orocovis.**

### FACEBOOK



With more than 594K impressions and reaching 407K users on Facebook, the [top performer of the month](#) was a post dedicated to the municipality of Fajardo and the natural attraction called La Zanja. With paid advertising, this post generated more than 10K engagements.



Discover Puerto Rico is in Fajardo, Puerto Rico.

Dec 15, 2021 · 🌐

Your #2022StartsHere, in Puerto Rico. 🌴🇵🇷 The Island where the views will never stop amazing you and the adventures will always make your ❤️ skip a beat with awe. Are you ready to #DiscoverPuertoRico in 2022? 🤔 <https://fal.cn/3kGtH>

📍 : La Zanja - Fajardo, ... See More



### INSTAGRAM



[Instagram's top performer](#) in December was a UGC post about the salt flats in Cabo Rojo. Organically, this post generated 65K impressions, reached 63K Instagram users, and was saved 262 times.



discoverpuertorico Based in Puerto Rico Cabo Rojo, Puerto Rico



Liked by renatobrasil13 and 2,987 others

discoverpuertorico Have you ever visited Cabo Rojo's pink salt flats? 💖 This should be one of your

### YOUTUBE



In December, Discover Puerto Rico uploaded four new videos to its YouTube channel and generated 246 new subscribers. The [top performer of the month](#) includes the "It's Time to Book" messaging and generated 1.5M views in December and 6.6M views since published.



@DiscoverPuertoRico

@discoverpuertorico

@discover\_PR

Discover Puerto Rico

## WEB CONTENT RECAP

### DISCOVERPUERTORICO.COM

(12/01/2021 - 12/31/2021)



• **Users:** : 797,890 (+97% YoY) | Organic: 520,375 (+129.4%)

• **Sessions:** 1,176,663 (+117% YoY)  
A session is the period time a user is actively engaged with the website.

• **Pageviews:** 1,911,613 (+132% YoY)  
Total number of pages viewed.

• **Avg. Session Duration:** 02:06 minutes (+13%)  
This measures the average length of each session. More than one minute is great!

• **Bounce Rate:** 62% (-1.6% 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. [Visitor Health & Safety Guidelines](#)
3. [Homepage](#)
4. [Holiday Traditions in Puerto Rico](#)
5. [Things to Do](#)

### New content pieces

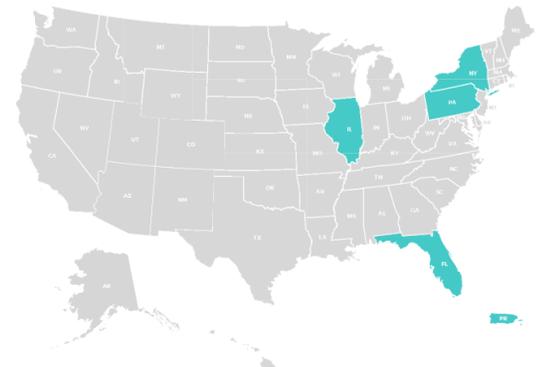
1. [Things to Do in Puerto Rico on New Year's Eve](#)
2. [Quiz: What should your New Year's resolution be?](#)
3. [Ideas to Build Your New Year Getaway in Puerto Rico](#)
4. [All You Need to Know About NYE Celebrations in Puerto Rico](#)
5. [Get to Know Puerto Rico Through Roselyn Sanchez Eyes](#)

Total partner referrals to date: 1,041,087

• **Referrals for December:** 57,461 (+14% MoM)

### Top Website Visitors' Locations

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



### CONTENT PIECE SAMPLE



Award-winning actress Roselyn Sánchez will co-host Dick Clark's New Year's Rockin' Eve from Puerto Rico.

A Q&A with Roselyn Sánchez Before Historic Dick Clark's New Year's Rockin' Eve