



Discover Puerto Rico

DIGITAL MARKETING RECAP

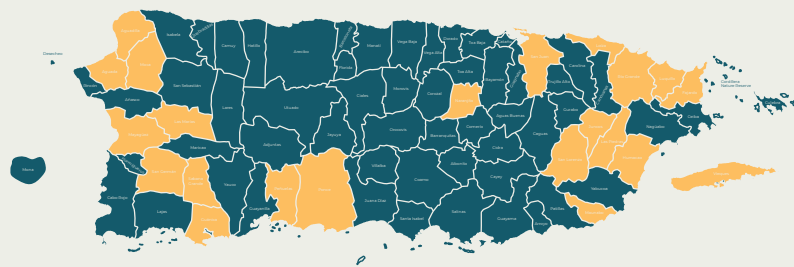
September 2022

SOCIAL MEDIA

In September, the social media team completed the "Discover Puerto Rico through the Senses" activation while continuing the promotion of the "Live Boricua" campaign. On the 17th, all regular social content was paused because of hurricane Fiona's impact. On that same day until September 30th, the team started sharing travel updates with important information like airport announcements and the opening of attractions. The posts redirected users to Discover Puerto Rico's website, where they could find more details about the Island and its current status.

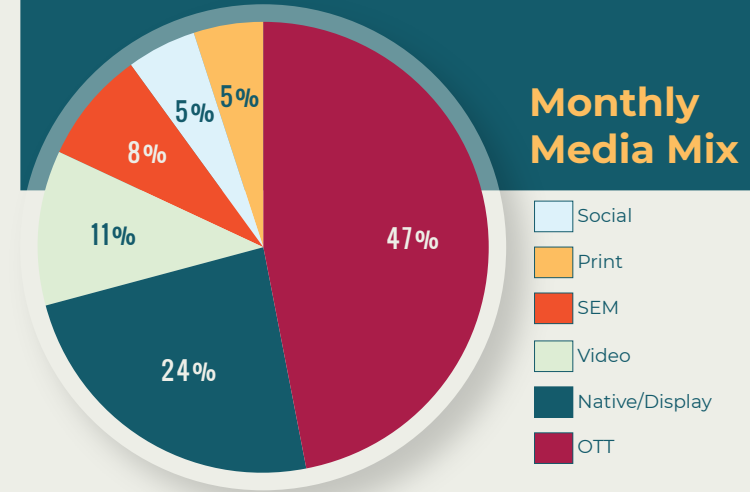
Featured Municipalities

- | | | |
|----------------|----------------|-------------------|
| 1. Loíza | 9. Guánica | 16. Juncos |
| 2. Maunabo | 10. Peñuelas | 17. Humacao |
| 3. San Lorenzo | 11. Las Marías | 18. Las Piedras |
| 4. Luquillo | 12. San Juan | 19. Ponce |
| 5. Vieques | 13. Naranjito | 20. Sabana Grande |
| 6. San Germán | 14. Moca | 21. Aguada |
| 7. Mayagüez | 15. Fajardo | 22. Río Grande |
| 8. Aguadilla | | |

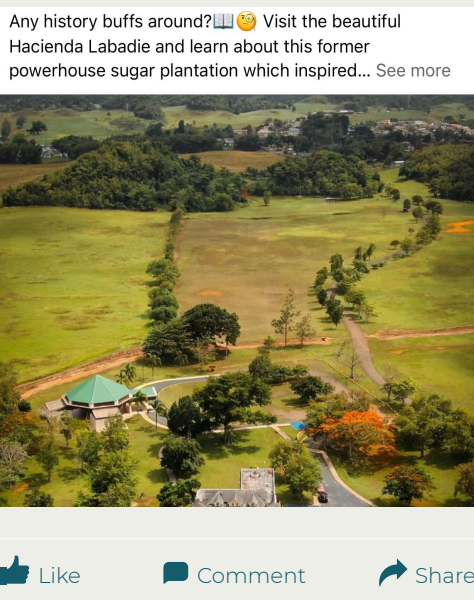


PAID MEDIA

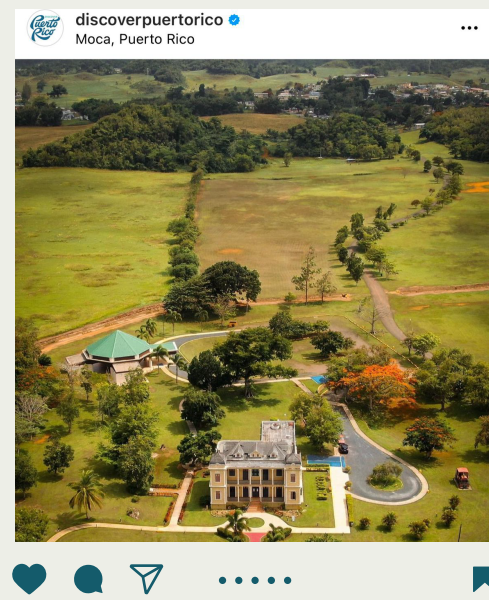
In September, paid media was supported with Core and American Rescue Plan Act (ARP) funds. Early September featured the continuation of the "Live Boricua" campaign. However, media was paused in mid-September as Hurricane Fiona impacted the Island. Media remained paused through the remainder of the month, and teams are working to reconcile underspend to invest into Q4, focusing on immediate bookings and economic impact for the Island. At the same time, traditional media plans continued to encourage awareness. Media efforts in LGBTQ+ were also paused, with plans for fighting throughout the year.



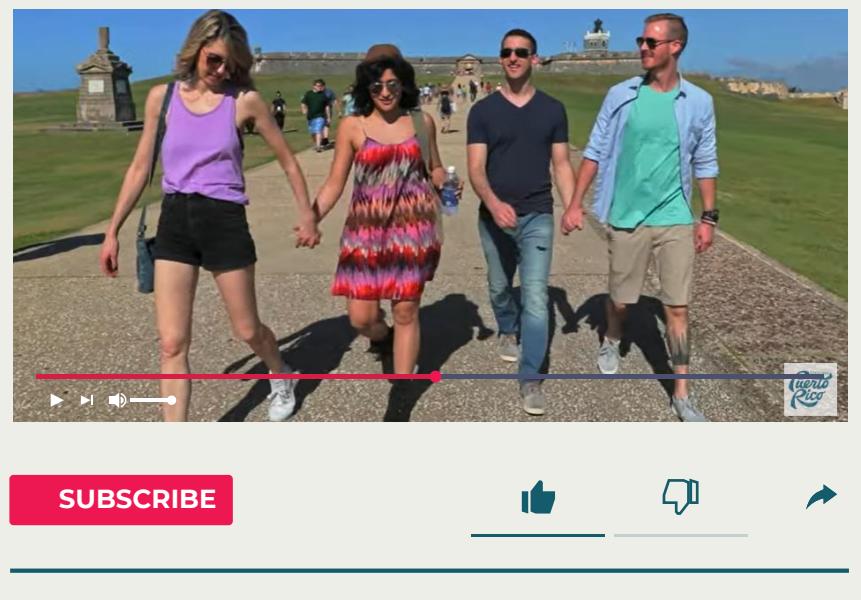
Facebook



Instagram



YouTube



In September, [the post that reached the most social users](#) on Facebook was a UGC publication dedicated to the Hacienda Labadie in Moca. Organically, this post reached almost 84.6K users. However, the [publication with the most engagements](#) was the post from the "Discover Puerto Rico through the Senses" activation dedicated to experiences that stimulate the senses in the East region of the Island. With paid promotion, it generated 2K engagements.

On Instagram, the [UGC post about Hacienda Labadie](#) organically generated the most impressions (40.8K) and reached the most users (39.8K) in September. However, the [post with the most engagements](#) (2.1K) was another organic UGC publication about Old San Juan.

Discover Puerto Rico's YouTube channel generated 112 new subscribers in September. The [top performer](#) of the month was one of the LGBTQ+ versions of the "Live Boricua" campaign videos. With paid advertising, it generated 44.4K views in September and 44.7K views since it was published in June 2022.

@DiscoverPuertoRico

@discoverpuertorico

@discover_PR

Discover Puerto Rico

WEB CONTENT

DiscoverPuertoRico.com (09/01/2022 – 09/31/2022)

The website experienced a decrease in sessions and pageviews as paid media was paused during the last two weeks of September in response to the impact Hurricane Fiona had on the Island. In addition, as COVID-19 restrictions become more relaxed, the Travel Advisory continues to lose momentum.

- Users: **443,157** (-20.53 MoM)
- Sessions: **553,862** (-22.32% MoM)
A session is the period of time a user is actively engaged with the website.
- Pageviews: **920,041** (-25.72% MoM)
Total number of pages viewed.
- Avg. Session Duration: **1:39** (-2.15%)
This measures the average length of each session. More than one minute is great!
- Bounce Rate: **68.45%** (-0.54%)
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.
- Total Partner Referrals To Date: **1,348,705**
- Referrals For September: **32,347** (-26.01% YoY)
- Email Subscriptions: **632** (-37.55% YoY)

New Content: DiscoverPuertoRico.com/es

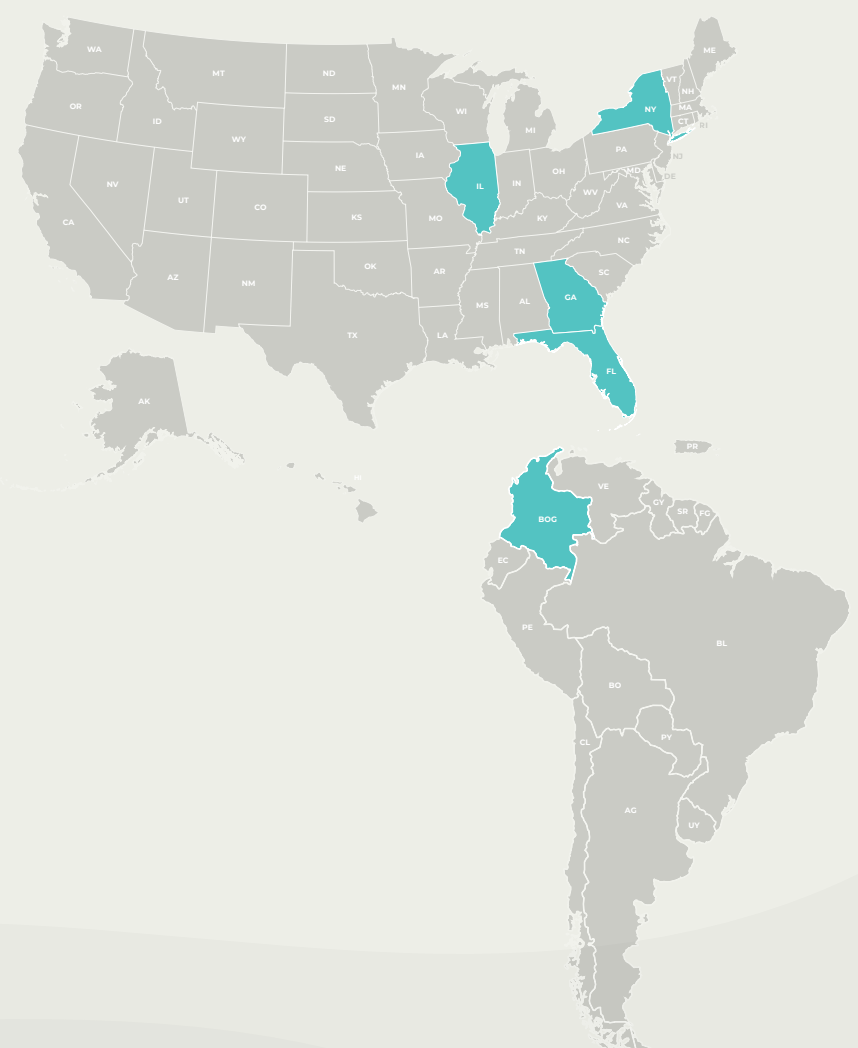
- Pageviews: **99,804** (+ 121.77% MoM)
- Avg. Session Duration: **2.30 minutes** (-2.50% MoM)
- Bounce Rate: **85.62%** (9.34%)

Most-read Pages And Articles

- [Homepage](#)
- [Information about Hurricane Fiona](#)
- [Live Boricua](#)
- [Travel Guidelines](#)
- [Best Beaches in Puerto Rico](#)

Top Website Visitor's Locations:

- New York • Atlanta • Bogotá
- Chicago • Miami



*We are currently working on phase two of Discover Puerto Rico's website translations, which includes more leisure content, as well as MICE articles.