

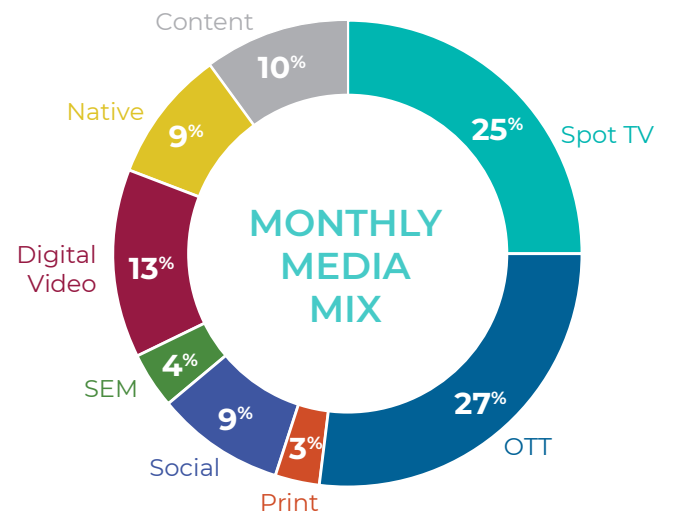
DISCOVER PUERTO RICO

DIGITAL MARKETING RECAP
JUNE 2022



MEDIA RECAP

In June, media was supported with Core and American Rescue Plan Act (ARP) funds. Creative continued to feature the Live Boricua campaign. Spot TV was placed in five core markets: Boston, Chicago, Hartford, CT, Philadelphia, and Atlanta. For the first time ever, Discover Puerto Rico launched a media campaign for LGBTQ+ during the month, with placements in print and digital channels. The national presence continued to be supported by print placements, as well as targeted digital investments to encourage awareness and future bookings.



SOCIAL MEDIA RECAP

In June 2022, Discover Puerto Rico focused its social media content on #PRideMonth, sharing LGBTQ+-related events and experiences that can be enjoyed on the Island. Special events were covered like the organization's participation in this year's Food & Wine Classic in Aspen, Puerto Rico Restaurant Week, and True Self Foundation's All Out 5k. The team created the "Bring Your Family to Puerto Rico" reel highlighting some of the best family-friendly experiences on the Island, while also launching the ASMR Live Boricua video series which featured 5 traditional Puerto Rican characters in tourism: the coconut seller, the bomba dancer, the "piragüero," the Piñones cook, and the bartender.

Featured municipalities:

Vieques, Arcibo, San Juan, Culebra, Aguadilla, Cabo Rojo, Utuado, Río Grande, Rincón, Loíza, Ponce, Carolina, and Orocovis.

FACEBOOK



In June, we had three top performing posts on Facebook which stood out in different metrics. The monthly [Facebook album post](#) dedicated to LGBTQ+ travel generated more than 221.6K impressions with paid advertising, while an organic UGC post about [Cabo Rojo's salt flats](#) reached 207.8K users. On the other hand, the post that users engaged with the most was a promoted publication from the [#LiveBoricua](#) campaign which generated more than 14.4K engagements.

Puerto Rico always greets its guests with a smile and a sweet "¡bienvenidos!" and you won't be the exception. 🥰🌈 Our Island is one of th... See more



[@DiscoverPuertoRico](#)

INSTAGRAM



The top performing post on Instagram in June, which used a [UGC image](#) to announce the reopening of Las Cascadas Water Park in Aguadilla, generated 54.6K impressions and reached 51.8K users organically. However, the most engaging post of the month was the [ASMR reel](#) featuring the coconut seller. This reel generated 4.5K organic engagements.



Liked by renatobrasil13 and 2,207 others
discoverpuertorico Did you hear the news? 🤔
@lascascadaswaterpark has reopened its doors for you to splash the heat away this summer. 🌊🔥 In

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YOUTUBE



During June 2022, Discover Puerto Rico uploaded 4 new videos to its YouTube channel and generated 132 new subscribers and 2.6M views. With paid advertising, the [top performing video](#) of the month generated almost 1.7M views in June and 3.9M views since published.



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WEB CONTENT RECAP

DISCOVERPUERTORICO.COM
(06/01/2022 - 06/30/2022)



• Users: 644,286 (-28.83% YoY) | Organic: 280,901 (-33.45% YoY)

• Sessions: 843,399 (-31.80% YoY)

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

• Pageviews: 1,429,643 (-32.34% YOY)

Total number of pages viewed.

• Avg. Session Duration: 01:36 minutes (-16.61% YoY)

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

• Bounce Rate: 70.09% (+14.76% 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. Live Boricua](#)
- [4. Best Beaches in Puerto Rico](#)
- [5. Resorts](#)

Total partner referrals to date: 1,406,476

• Referrals for June: 62,297 (-6.81% MoM)

Email subscriptions: 1,247

Top Website Visitors' Locations

- New York
- San Juan
- Chicago
- Atlanta
- Miami

