



Discover Puerto Rico Unveils “*Mi Casa Mi Navidad*”: An Immersive Digital Journey through the Island’s Holiday Traditions

New interactive digital experience invites audiences worldwide to explore Puerto Rico’s cherished Christmas customs through storytelling, local artistry, and family connection

San Juan, Puerto Rico, 20 de noviembre – In celebration of the longest holiday season in the Western Hemisphere, [Discover Puerto Rico](#), the Island’s official Destination Marketing Organization (DMO), proudly launches [Mi Casa, Mi Navidad](#), an immersive digital experience that allows users to truly engage with the warmth, joy, and unique traditions of the Puerto Rican holiday season. Inspired by an original storybook illustrated by a local artist, this interactive hub brings to life the Island’s culture, music, and flavors through interactive storytelling and gamified elements.

The experience features a [dedicated landing page](#), a bilingual digital storybook, an immersive audio narration, and recipe cards, bringing the magic of Puerto Rican holidays into homes everywhere.

This innovative platform reflects Discover Puerto Rico’s commitment to celebrating the rich culture of the Island, educating visitors, and preserving multi-generational stories for years to come.

“We are thrilled about this project because it is a beautiful tribute to our culture that invites people to experience it, feel it, and savor it. It is a project that appeals to travelers, the Puerto Rican diaspora, and the local community alike. It was developed by our in-house team with local talent, and we are very proud of the results,” said Jorge L. Pérez, CEO of Discover Puerto Rico.

Developed in collaboration with acclaimed local artists [Mundo Nana & Nina](#) and illustrator [Waldemar Lozada](#), *Mi Casa, Mi Navidad* blends technology and tradition to offer a virtual window into a Puerto Rican home during the holidays. The audio version of the book was narrated by Discover Puerto Rico’s Industry Affairs Director, Janid Ortiz.

“It’s important to us to share the richness of Boricua traditions with everyone, whether you’re part of the Puerto Rican diaspora, a local resident, a visitor to our Island, or someone discovering our culture for the first time,” said Dalissa Zeda, Digital Marketing Director at Discover Puerto Rico. “With *Mi Casa, Mi Navidad*, we want people everywhere to experience the warmth and togetherness that define our holiday season.”



“This launch is a vibrant tribute to Puerto Rico’s culture and the joy that unites us during the holidays,” added Storm Tussey, Chief Marketing Officer at Discover Puerto Rico. “Through this initiative, we’re inviting visitors to connect authentically with the Island and experience the true spirit first-hand.”

Experience Highlights

Virtual Interactive Hub: A dedicated landing page connecting all campaign elements: the storybook, audio narration, and recipe “gifts.”

Bilingual Digital Storybook (eBook): A four-chapter story available in English and Spanish that follows two sisters visiting Puerto Rico and rediscovering the meaning of Christmas through family traditions.

Audiobook: A bilingual, immersive audio version of the storybook, enriched with ambient sounds like *coquí* frogs, laughter, and traditional instruments that bring each chapter to life.

Iconic Puerto Rican Recipes: Traditional Holiday recipes inspired by the *Nochebuena* chapter, featuring dishes such as roasted *pork*, *arroz con gandules*, and *coquito*.

A Story of Family, Tradition, and Discovery

Audiences follow sisters Lara and Lía as they reconnect with their Puerto Rican roots, guided by Abuela and Abuelo. Along the way, they discover the joy of *parrandas*, learn about *Los Reyes Magos*, and experience the meaning of *Nochebuena*. The narrative is nostalgic and warm, highlighting family unity, cultural pride, and the rhythm of Boricua life.

“Seeing our childhood come to life through our words and Waldemar’s illustrations has been the most special part of this collaboration, reflecting our Puerto Rican roots and the love of family,” said Carroll and Joanne López of creative studio Mundo Nana & Nina. “We are thrilled to imagine every family connecting with this story and enjoying it as much as we do.”

“Collaborating with Discover Puerto Rico and so many talented people ensures that this heartfelt project will reach audiences both on and beyond the Island,” added illustrator Waldemar Lozada. “As a Puerto Rican artist, it’s a wonderful opportunity to share my work and passion for art with the world.”



Launch and Access

The launch of *Mi Casa, Mi Navidad* marks the start of a phased content rollout throughout the holiday season, with new content pieces, collaborations, and cultural spotlights unveiled in the coming weeks.

Audiences can visit the virtual hub starting November 20th to explore the storybook, listen to the audio experience, and discover recipes that bring Puerto Rico's festive joy into homes around the world. Visitors will also find resources to learn more about upcoming holiday events on the Island, including Three Kings Day, Octavitas, and Fiestas de la Calle San Sebastián, which continue the celebration well into January.

To learn more and begin your journey, visit <https://www.discoverpuertorico.com/holidays>

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About Discover Puerto Rico

Discover Puerto Rico is a private, not-for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. Puerto Rico's DMO brings prosperity to the people of Puerto Rico by collaboratively promoting the Island's diversity and uniqueness for leisure and business travel, and events. It is responsible for all global marketing, sales, and promotion of the destination and works collaboratively with key local governmental and nongovernmental players throughout Puerto Rico's visitor economy and the community at large to empower economic growth. To discover all the beauty the Island has to offer, visit DiscoverPuertoRico.com.