

# DISCOVER PUERTO RICO

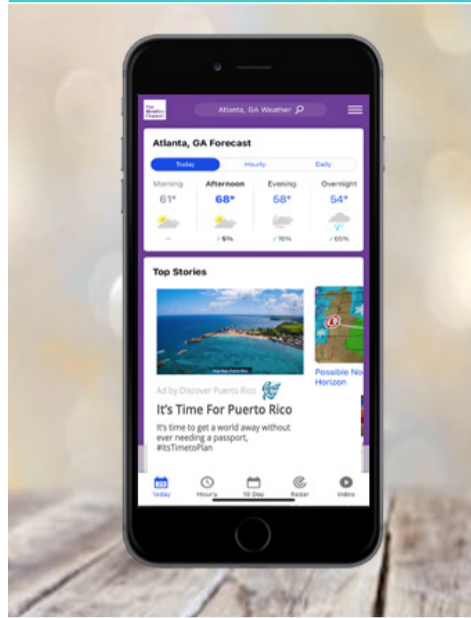
DIGITAL MARKETING RECAP  
JUNE 2021



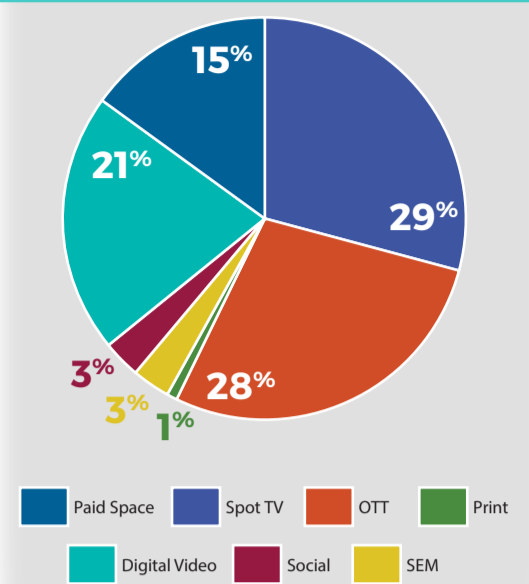
## MEDIA RECAP

In June, both CARES Act and CDBG-DR campaigns had a decreased investment comparing month over month and completed their allocated media investments. The majority of the media investment continued to focus on generating awareness with high funnel placements. Core media budget investments were reduced in June to reallocate towards need periods in the coming fiscal year.

## CREATIVE MEDIA SAMPLE



## MONTHLY MEDIA MIX



## SOCIAL MEDIA RECAP

In June 2021, Discover Puerto Rico continued “It’s Time to Plan/It’s Time to Book” messaging, as well as “Adopt a Coqui” and “Work in Full Color” campaigns. Pride Month was celebrated with various posts throughout the month, and the Pride Parade was promoted too. An Instagram Live was broadcast from Chocobar Cortés in Old San Juan to show consumers the restaurant’s uniqueness and its exposition of the graphic novel “La Borinqueña.”

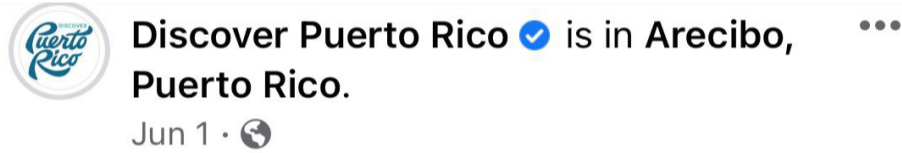
Municipalities featured in June:

**Arecibo, Mayagüez, Utuado, Cabo Rojo, Yauco, Loíza, San Juan, Villalba, Barceloneta, Aguada, Guánica, Coamo, Manatí, Luquillo, Rincón, Dorado, Río Grande, Juana Díaz, Guayama**

## FACEBOOK



Discover Puerto Rico’s **top-performing Facebook post** in June was a UGC picture taken in Arecibo. The post **organically reached over 114K users, garnered more than 4K engagements and 750 shares.**



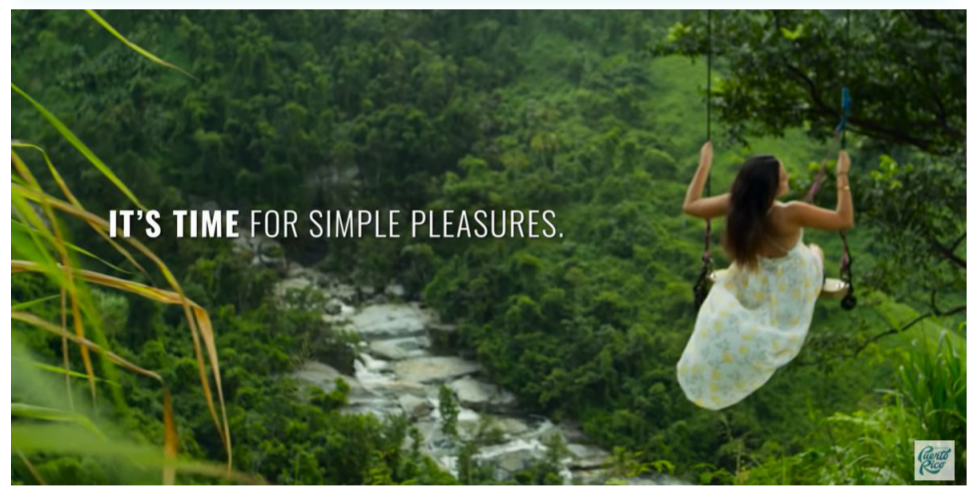
Summer is just around the corner and **#PRdise** is boasting the colors of the season. 🌊🌴 Do you have your summer plans ready? If not,... See More



## YOUTUBE



Discover Puerto Rico uploaded three new videos to its YouTube channel, gained 334 new subscribers, and garnered 4.7M views. The **top-performing video of the month** is part of the “It’s Time to Plan” campaign. With YouTube advertising, this video garnered **2.2M views** in June and **6.4M** since being published.



## INSTAGRAM



In June, **Instagram’s top-performing post** was also a UGC picture, taken at the Salt Flats in Cabo Rojo. This post garnered **75.9K impressions, 3.9K engagements** and was **saved** by users a total of **450 times.**



Liked by **\_acurlymess** and **3,400 others**  
discoverpuertorico Have you ever seen water this pink? 🌸 Located in the southwestern municipality of

## WEB CONTENT RECAP

DISCOVERPUERTORICO.COM



• **Users: 905,320 (+198% YoY)**

• **Sessions: 1,236,614 (+199% YoY)**  
A session is the period time a user is actively engaged with the website.

• **Pageviews: 2,112,958 (+189% YoY)**  
Total number of pages viewed.

• **Avg. Session Duration: 1:55 minutes (-1% YoY)**  
This measures the average length of each session. More than one minute is great!

• **Bounce Rate: 61% (-2% 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.

### New content pieces

1. [Exploring Remote Destinations in Puerto Rico](#)
2. [Plan a Three-Day Trip to Puerto Rico](#)
3. [Enjoy Puerto Rico’s Cocktail Culture](#)
4. [Quiz: How Well Do You Know Puerto Rico?](#)
5. [Quiz: Which Tropical Drink Are You?](#)

### Most read pages and articles

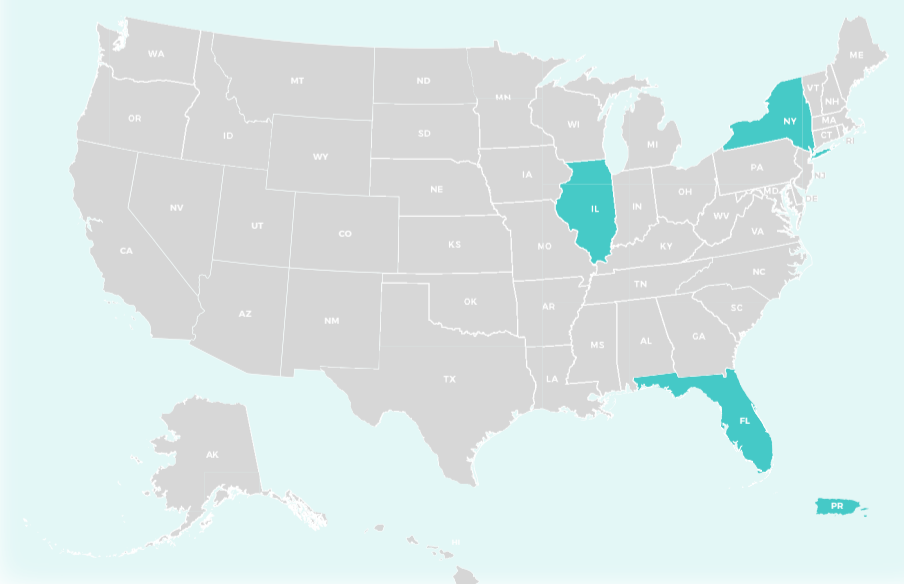
1. [Travel Guidelines](#)
2. [Visitor Health & Safety Guidelines](#)
3. [Homepage](#)
4. [Seven Days of Puerto Rico for First Time Visitors](#)
5. [Outdoors](#)

Total partner referrals to date: **715,241**

• **Referrals for June: 81,826 (+11% MoM)**

## Top Website Visitors’ Locations

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



## CONTENT PIECE SAMPLE



Quiz: Which Tropical Drink Are You?

Find out if you are a sexy piña colada or a refreshed mojito!

1. Pick a fruit

