

Convention and Visitors Bureau of Puerto Vallarta

Going to work from the beach



Puerto Vallarta, the beautiful tourist destination privileged by its location, people, beaches, art and culture, took bids on its digital strategy and chose Mijo! Brands out of field of more than 15 agencies to develop its official website and manage its social networks, serving as the backbone of the city's tourism promotion.



What we did

From October 2010 to March 2013, we led the strategy for social media and the official website of the destination, working successfully with various advertising agencies responsible for promoting the Puerto Vallarta globally. With their support, we quickly became a reference portal for residents and visitors, highlighting and promoting the best of entertainment around the city.

More about the project

The first phase was implemented in four months under the Xinka Platform (the Content Management System owned by Mijo! Brands), comprised of creating the English and Spanish sites <http://visitapuertovallarta.com.mx/>, <http://visituertovallarta.com/>, reservations functions, creating original content, five music videos, stock photographs, lodging information, securing domains, public relations and social media management plans for the first 12 months of the project.

In 2010 there were only 150 businesses listed in the Directory of Services section of the website and the content team at Mijo! Brands undertook the challenge to raise that number to over 980 active companies. The growth, in just over two years, was 84%.

The history of the official website of Puerto Vallarta encompasses three redesigns from the original structure. In early 2013, the estimated cost for both websites amounted to just over \$850,000 USD, so that investment over this time period produced tangible results.





As a tribute to Puerto Vallarta, Mijo! Brands entered the world of APP development to create the "Official City Guide for Puerto Vallarta" as a gift to the city.

But what about the social media?

To generate talk about Puerto Vallarta, increase visits to official communication channels and position the city as a global tourist destination, Mijo! Brands developed an ambitious social media strategy that included Facebook, Twitter, Flickr, YouTube, Pinterest, Google+ and TripAdvisor reinforcing our digital strategy.



Puerto Vallarta is a City of events...

During our participation on the project, we presented live events including:

- Nuestra Belleza Mexico 2011
- The 2011 Pan American Games
- Mexico Tourism Tianguis 2012
- World Economic Forum on Latin America 2012
- Wine Fest 2012
- Cultural Festival in May 2012
- Restaurant Week 2012
- Gala Vallarta 2013



Our talents used:

Strategy Development, Brand Identity, Graphic Design, Web Programming, Developing Applications for Facebook, APP Development, Mobile Website, CMS, Public Relations, Events, Social Media Management, Web Content, Content Publishing, Multimedia.

The results

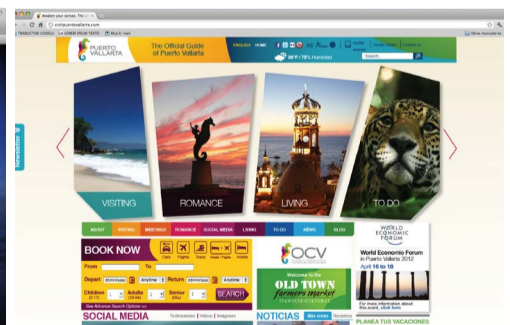
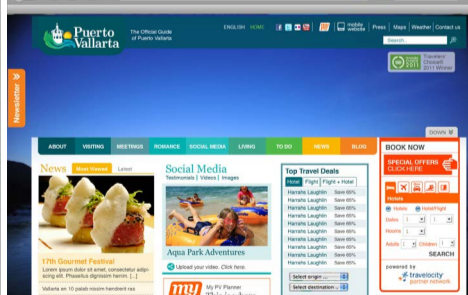
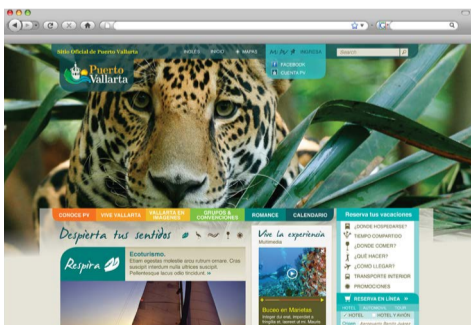
During the two years in which Mijo! Brands led digital strategy for Puerto Vallarta, significant results were achieved in:

Social Media:

- By taking the official Facebook from just 26,000 fans to over 186,000 in just 2 years.
- The official Facebook page had higher growth and more followers than any other tourist destination in Mexico.
- The Klout influence for Puerto Vallarta was 64 points, second only to that of Mexico (67 points).

Digital Strategy:

- The positioning of the official website of Puerto Vallarta was strong enough to compete directly with the official Mexico Tourism site with a web positioning, according to Alexa Ranking, of 2,000.



Period of project:

October 2010 - March 2013

It was a pleasure to have worked with the Convention and Visitors Bureau of Puerto Vallarta and with all agencies involved in promoting the destination. Visit: <http://visitpuertovallarta.com/>