



Discover Puerto Rico Golf Publicity-January 2020

Publicity Reach: 5.2 million

Ad Equivalency: \$60,500

Feature content

Golfweek's Best 2020: Top 50 Courses in the Caribbean and Mexico

- <https://golfweek.com/2020/01/16/golfweeks-best-2020-top-50-courses-in-caribbean-mexico/>

Golf and Travel Radio Show, West Palm Beach, Fla.

- <https://m.youtube.com/watch?v=Fe4lv7ppcEM>

PGA TOUR Essential Guide to Golf

- <https://issuu.com/digital.magazine/docs/official-pga-tour-essential-guide-to-golf-2020-pt1?e=17940356/74794445> (Coco Beach and Bahia Beach on page 105)

News Release Publicity

Hits from "Six Puerto Rico Golf Courses Earn Distinction"

- TravelPulse Quebec: <https://www.travelpulsequebec.ca/nouvelles/destinations/puerto-rico-se-demarque-dans-le-best-of-2020-de-golfweek.html>
- Golf Americas Latin America (LATAM): <https://www.golf-americas.com/news/six-puerto-rico-golf-courses-and-resorts-garner-best-of-acclaim/>
- The Golf Wire: <https://thegolfwire.com/top-caribbean-golf-courses/>
- International Association of Golf Tour Operators: <https://www.iagto.com/pressrelease/details/09c3147e-a289-4503-a500-ab56632bd571>
- Morning Read: https://www.morningread.com/industry-news/release/2020-01-20/6-puerto-rico-golf-courses-and-resorts-garner-best-of-acclaim?utm_source=newsletter&utm_medium=email&utm_campaign=Morning+Read+01-21-2020
- Travel PR News: <https://travelprnews.com/winter-is-for-caribbean-golf-and-six-puerto-rico-courses-have-earned-best-of-distinction-56846541/travel-press-release/2020/01/21/>
- Where to Golf Next: https://www.morningread.com/industry-news/release/2020-01-20/6-puerto-rico-golf-courses-and-resorts-garner-best-of-acclaim?utm_source=newsletter&utm_medium=email&utm_campaign=Where+to+Golf+Next+01-22-2020
- American Golfer Blogspot – <https://americangolfer.blogspot.com/2020/01/six-puerto-rico-golf-courses-resorts.html>

Hits from Discover Puerto Rico for Winter Golf, PR Open, and More

- PGA Magazine: <https://pgamagazine.com/?p=139494> (Login: guest; Password: PGAmag007)



- American Golf Blogspot: <https://americangolfer.blogspot.com/2020/01/puerto-rico-enters-2020-riding-tropical.html>
- Morning Read: https://www.morningread.com/industry-news/release/2020-01-02/puerto-rico-enters-2020-riding-a-tropical-destination-crescendo?utm_source=newsletter&utm_medium=email&utm_campaign=Morning+Read+01-03-2020
- The Golf Wire: <https://thegolfwire.com/puerto-rico-tropical-destination-crescendo/>
- IAGTO: <https://www.iagto.com/pressrelease/details/f032de29-d70f-4828-95a0-00dcc3488ae1>
- <https://pgamagazine.com/?p=139494>
- Where to Golf Next: <https://www.morningread.com/industry-news/release/2020-01-02/puerto-rico-enters-2020-riding-a-tropical-destination-crescendo>

Crisis Communications

TravelPulse reporter Donald Wood contacted DSPR re: earthquakes; we shared a DMO approved statement which is included in the report accessed by the following link.

- <https://www.travelpulse.com/news/impacting-travel/deadly-puerto-rico-earthquake-impacting-islands-tourism.html>