



Discover Puerto Rico: Golf Publicity Update- July 2020

Source: DSPR

Reach: 101 million+

Value: \$51k+

Forbes.com (33,734,080 UVM)

Feature regarding Island tourism resuming

<https://www.forbes.com/sites/larryolmsted/2020/07/02/puerto-rico-welcomes-youreopening-tourism-july-15/#7f2ee9a47475>

TravelPulse (277,465 UVM)

Feature regarding Island tourism resuming

<https://www.travelpulse.com/news/destinations/puerto-rico-outlines-plan-to-reopen-to-travelers-on-july-15.html>

TravelPulse feature picked up by MSN.com (67,151,557 UVM)

<https://www.msn.com/en-us/travel/news/puerto-rico-outlines-plan-to-reopen-to-travelers-on-july-15/ar-BB16j3TT>

News Release Pick-ups (the release went out in late June, but these hits didn't arrive until July)

Many Puerto Rico Courses and Resorts to Open July 15

- <https://golfcoastmagazine.com/puerto-rico-resorts-golf-courses-officially-reopen-july-15/>
- <https://rpgolf.wordpress.com/2020/07/04/puerto-ricos-golf-courses-and-resorts-gear-up-to-welcome-back-vacationers-on-july-15/>
- <https://www.iagto.com/pressrelease/details/8be7fd1f-c7a4-4f49-a5aa-1cf55d0cf159>
- <http://www.golfpuertorico.com/articles/article.cfm?ID=26182>
- <http://www.golftrips.com/articles/article.cfm?ID=26182>
- <https://esoutherngolf.com/puerto-rico-resorts-golf-courses-officially-reopen-july-15/>
- <http://www.golfdaily.com/puerto-ricos-golf-courses-resorts-prepare-for-tourism-resumption/>

We posted multiple times on LinkedIn and received some solid engagement/additional amplification.

DiscoverPuertoRico.com

500 Calle De La Tanca | Ochoa Building, Suite 402B | San Juan, PR 00901, USA