



DISCOVER
Puerto Rico

INTERNATIONAL PRESS CLIPPINGS REPORT

January, 2021

OUTLET	KEY MESSAGING	MARKET	DATE	UMV CIRCULATION	AD VALUE/ EAV (USD)
Forbes	Palacio Provincial opening in San Juan in 2021	UK	05/01	29,788,885	4,500
Seen in the City	Learning holidays around the world - eco-farming in Puerto Rico included	UK	05/01	36,000	2,067
Crave	Learning holidays around the world - eco-farming in Puerto Rico included	UK	08/01	17,000	1,033
Tempus	Learning holidays around the world - eco-farming in Puerto Rico included	UK	08/01	17,500	1,295
NI Travel News	Learning holidays around the world - eco-farming in Puerto Rico included	UK	11/01	30,000	3,652
Tempus Newsletter	Learning holidays around the world - eco-farming in Puerto Rico included	UK	12/01	15,000	1,100

OUTLET	KEY MESSAGING	MARKET	DATE	UMV CIRCULATION	AD VALUE/ EAV (USD)
Travel Courier	Adopt a Coqui frog	Canada	14/01	45,000	3,567
About Time	Learning holidays around the world - eco-farming in Puerto Rico included	UK	15/01	70,000	3,960
Golf Today	Interview with Brad Dean	UK	15/01	185,000	5,500
Paul Cole Travels	Music in Puerto Rico	UK	25/01	5,000	1,033
International Travel Writers Alliance Bulletin	Learning holidays around the world - eco-farming in Puerto Rico included	UK	01/02	2,000	1,102
TOTAL CLIPS: 11				TOTAL UMV: 30,211,385	TOTAL EAV: \$28,809

The Best New Boutique Hotels Opening In 2021



Nicole Trilivas Contributor

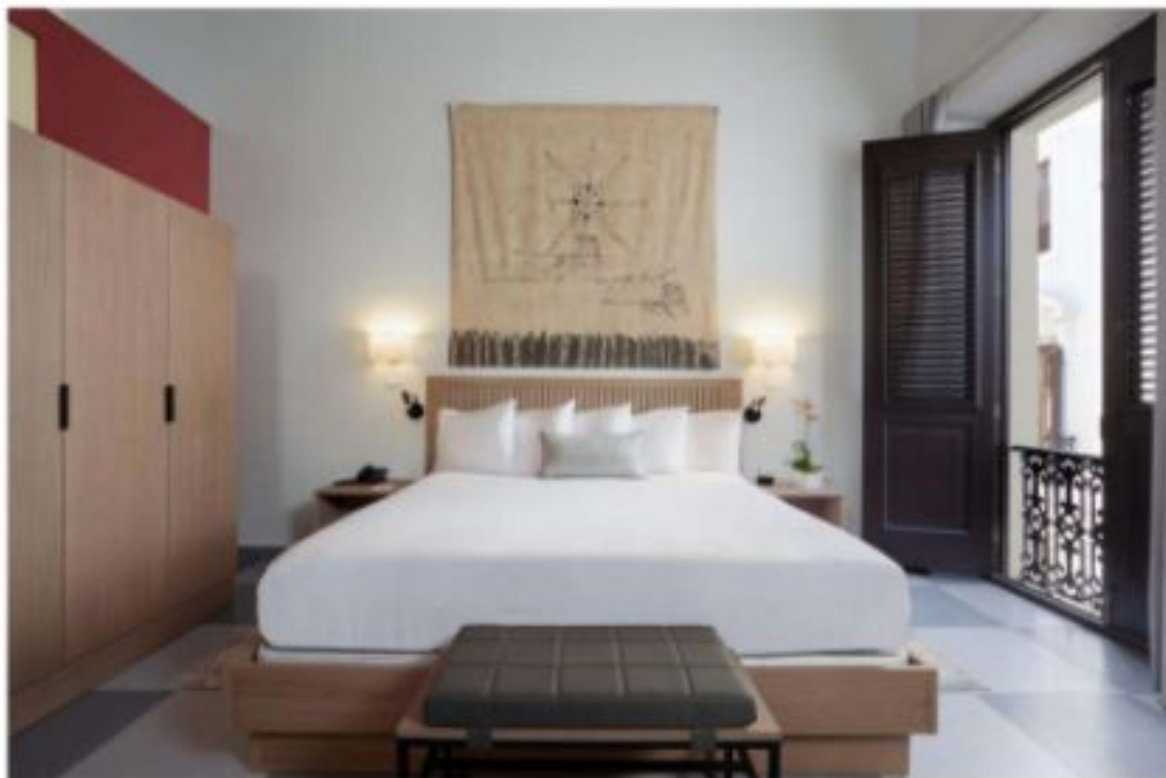
Travel

Author of *GIRLS WHO TRAVEL*. I write about luxury travel and high-end food and drink.



New boutique hotels opening in 2021 including Life House Bushwick (left) and Columns (right) LEFT: LIFE HOUSE; RIGHT: ARNAUD MONTGARD FOR COLUMNS

There's much to be said about the virtues of a small boutique hotel. With a charming neighborhood feel and a warm intimacy that's almost impossible to reproduce in larger properties, these new boutique hotels prove that bigger doesn't always mean better. Add this selection of the 15 best new small and chic boutique hotels to your travel wish list in 2021.



Palacio Provincial is Puerto Rico's new boutique bolthole PALACIO PROVINCIAL

Palacio Provincial, San Juan, Puerto Rico – Opening Q1 2021

With views over the colorful and cobblestoned streets of Old San Juan and the sun-blasted San Juan Bay, [Palacio Provincial](#) is the new 43-room boutique hotel where modernity and history meet. Nineteenth-century architectural touches remain (see: double-height ceilings and wrought-iron Juliet balconies), while the rooftop pool is all contemporary Caribbean cool.



Travel Travel Around Travel Top Picks

Nine post-lockdown learning holidays around the world

By Natasha Colyer - January 5, 2021

While 2020 was the year of the lockdown, 2021 and 2022 bring with them fresh hope for our lives and travel to begin again. Here are nine post-lockdown learning holidays around the world which offer enriching escapism and community immersion...

As UK enters its third national lockdown this week, it can feel like we are in a never-ending circle. Luckily things are a bit different this time with vaccines being rolled out across the country and around the world, meaning there is a great deal of hope and a clear demand for enriching, immersive travel in 2021. In the post-vaccine world, travellers will look to maximise their holiday experiences – how a trip aligns with an individual's sense of self and their life aspirations is anticipated to be just as important as their destination of choice. This is why post-lockdown learning holidays are the ideal choice.

A learning holiday allows travellers to pick up skills from masters of the craft, whilst also engaging with local communities and forging a stronger relationship with the destinations they visit. Whether it's ballroom dancing in Vienna or attending Cowboy College in Arizona, 2021 is the year to choose a holiday which enhances the skill set and expands the mind.

Learn to... live off the earth at an eco-farm in Puerto Rico



In Puerto Rico's verdant central mountain range, considered to be the geographical heart of the island, the Finca Oro Rojo eco-farm and glamping site is nestled amongst the rugged beauty of the Orocovis rainforest. The wide biodiversity of Puerto Rico's mountains makes it the perfect destination to master the eco-farming basics and at Finca Oro Rojo, visitors can learn to live off the earth, discovering ways of growing, cultivating and harvesting their own crops in the orchard. Guests can learn from on-site farmers who are experts in selecting the best native crops and fruits for guests to cook and prepare. Finca Oro Rojo is strict about not using any pesticides or chemical fertilisers, instead using only the compost made onsite to fertilise crops. Perfect for those who want to connect with Puerto Rico's wildlife and learn to become self-sufficient, Finca Oro Rojo is also complete with hot water, private bathrooms and showers, queen beds with plush linens and cosy hammocks, meaning comfort is never compromised. Rooms at Finca Oro Rojo start at £140 per night, which grants guests full access to the farm and enables them to harvest their own crops freely. www.discoverpuertorico.com

CRAVE



Nine post-lockdown learning holidays around the world

Friday 08th Jan 2021 | Travel

Skill set-enhancing holidays for 2021 in Vienna, Colombia, Utah, the Isle of Wight, Puerto Rico, Trentino, Ontario, Nashville and Scottsdale

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Learning holidays – live off the earth at an eco-farm in [Puerto Rico](#)



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Nine post-lockdown learning holidays around the world which offer enriching escapism and community immersion

BY [TEMPUS](#) | 08 JAN 2021 | [TRAVEL](#)

Skill set-enhancing holidays for 2021 in Vienna, Colombia, Utah, the Isle of Wight, Puerto Rico, Trentino, Ontario, Nashville and Scottsdale





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www.discoverpuertorico.com



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Discover a skill set-enhancing holiday in 2021 in Vienna, Colombia, Utah, the Isle of Wight, Puerto Rico, Trentino, Ontario, Nashville or Scottsdale

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TEMPUS | EDIT



Add some education to your vacation



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www.discoverpuertorico.com

Get wild about nature from Antarctica to Zambia



Offering wildlife sightings comes natur(e)ally for some in tourism

Ian Stalker

The travel industry is offering people opportunities to experience nature in warm-weather settings and others that offer a truly cool experience when it comes to seeing immediately recognizable birds in a very remote part of the world.

Travel Courier has now gathered a list of opportunities to see some of Mother Nature's creations in such far-flung locales as Antarctica and Zambia.

Enjoy!

Experience wildlife at Time + Tide resorts

ZAMBIA

Time + Tide happily reports that the region around its Zambia property is looking a little greener these days, thanks to a recurring development provided by Mother Nature.

The company — which has a presence in both Zambia and Madagascar — released a video titled [Voice of the Rains](#) to mark the start of Zambia's green season and the regeneration of the bush.



The moving video is narrated by a local, who invites viewers to "watch life begin" and showcases many of the animals found in Zambia's South Luangwa River area, including lions, leopards, elephants and zebras.

The narrator notes that local landscapes turn from brown to green with rain's arrival and while at the Time + Tide Resort at night guests can hear "the chorus of 1,000 frogs. This is the magic of the rain."

Viewers are also invited to "explore areas others won't tread," perhaps seeing fresh leopard tracks and hearing lions roar while doing so.

"Face the stars and you will feel me," the narrator adds, glancing up at overcast sky. "I am the voice of the rain."

Encounter penguins in the wild

ADVENTURE CANADA

Adventure Canada is inviting people to see some of our flightless feathered friends.

The company is promoting 2022 Antarctica expeditions that Adventure Canada president Cedar Swan says can enable people to see birds that can waddle, slide and swim but can't get airborne.

But their inability to fly doesn't diminish the appeal penguins have always have, she adds.

"If you are visiting Antarctica during the Southern Hemisphere summer, you will definitely get to see penguins. The exact species will vary depending on the season and where exactly you travel to. On South Georgia, you can find huge colonies of king penguins, the second-largest species in the world. On the Antarctic Peninsula, you're most likely to find the gentoo, chinstrap, and Adélie varieties. The rarest to spot on a ship-based expedition is the regal emperor penguin: it doesn't happen very often, and those who have seen them can consider themselves very lucky!"

Meanwhile, Swan says her company follows guidelines set by the International Association of Antarctica Tour Operators when it comes to having clients view penguins and "always respects wildlife when visiting their home. We always advise guests to maintain a five-metre distance from any wildlife for their own safety. That being said, penguins are extremely curious, and sometimes if you hang out close by they may wander over to find out what you're up to. When the ship is cruising, we often joke that we can smell the penguin colonies before we can see them, so by the time we arrive you may decide that you don't want to get so up-close-and-personal after all," she adds.

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Adopt a Coqui Frog

DISCOVER PUERTO RICO

Discover Puerto Rico has a message for those eager to help safeguard Puerto Rico's natural side — hop to it!

Discover Puerto Rico, the island's destination marketing organization, in partnership with local environmental research and conservation organization, Conservación ConCiencia, last month invited "everyone to give the gift of nature and Adopt a Coqui, supporting Puerto Rico's natural resources. A symbol of Puerto Rico worldwide, the coqui is a species of frog endemic to the nature-rich Island, and heartfully named for the sound it makes. "Pent-up travellers staying safe at home during this time, but thinking about their first trip in 2021, can support global conservation while virtually learning and dreaming of a destination filled with natural wonders, and more," the tourism board said.

By visiting DiscoverPuertoRico.com/coqui and making a donation of US\$25, coqui gift recipients receive a digital keepsake adoption certificate with their name on it for the contribution to supporting conservation, sustainability, and climate resilience efforts by Conservación ConCiencia.

"We're inviting future travellers to be inspired by our natural offerings in a safe and responsible way as many are dreaming about their first trip when the time is right," Brad Dean, CEO of Discover Puerto Rico, said in December. "While Puerto Rico is ensuring the safety of residents and travellers alike and only recommending essential travel at this time, Adopt a Coqui gives the gift of hope during this holiday season, supporting conservation efforts in Puerto Rico and felt globally."



Home to habitats like rainforests, pink salt flats, underground caves and more, Puerto Rico is billed as an ideal place to connect with nature in 2021. Adopt a Coqui supports the little frogs that impact the Island's ecosystem, and although protected, are at risk due to loss of habitat and climate change. A cultural symbol in Puerto Rico since the times of the original indigenous Taino inhabitants, the coquis' home can be found primarily in forest, such like El Yunque National Rainforest, the only tropical rainforest in the U.S. National Forest System. With 17 different species that inhabit Puerto Rico, when the sun goes down, male coquis begin singing their song that gives them their name (Co-Kee, Co-Kee) until dawn.

"Maintaining our natural habitats and ecosystems is imperative for both local and global impact," said Raimundo Espinoza, founder of Conservación ConCiencia. "By implementing effective, science-based conservation initiatives, we help save our local marine resources and wildlife, including protecting our naturally unique coquis here in Puerto Rico, while moving societies towards sustainability."

Make a splash at Xel-ha

QUINTANA ROO

Quintana Roo's Xel-Ha park says visitors interested in nature will be appreciative of its attractions.

Xel-ha Park is an eco-adventure water park that's part of the Grupo Xcaret brand that offers the likes of water slides, snorkelling, rope swings and a visit to the remains of an ancient Mayan port city. It's also billed as a snorkeler's paradise, with Xel-ha's inlet home to over 70 aquatic species ranging from stingrays to sea turtles, as well as a manatee sanctuary where park goers can admire them in their natural habitat.

Nature enthusiasts can also a botanical garden and a stingless bee sanctuary found at the park.

"This marvellous park is home for Queen Conch Sanctuary, a place where for more than a decade and along with prestigious universities, this species has been studied and being census of the specimens living at the inlet. Also, find an outstanding nursery that houses more than 270 species of native plants, some of them threatened by deforestation due to the urban growth and overexploitation of natural resources. Xel-Há has a strict relocation policy from many years ago to prevent development that affects flora," the park says.

"Chacah's Garden is another must-visit spot at the park where many famous guests were invited to plant one of these trees, which has major significance in the region and among the ancient Maya. Visit the Meliponary, which is a space with a colony of these stingless bees that was sacred for the former settlers and produces delicious honey. Twice a year, there is a traditional ceremony before starting the harvest season."



ABOUT TIME .



With the UK currently in its third national lockdown, but with vaccines being rolled out across the country and around the world, there is a great deal of hope and a clear demand for enriching, immersive travel in 2021. In the post-vaccine world, travellers will look to maximise their holiday experiences – how a trip aligns with an individual’s sense of self and their life aspirations is anticipated to be just as important as their destination of choice.

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5. Learn To: Live Off the Earth at an Eco-Farm in Puerto Rico



The Lowdown: In Puerto Rico's verdant central mountain range, considered to be the geographical heart of the island, the Finca Oro Rojo eco-farm and glamping site is nestled amongst the rugged beauty of the Orocovis rainforest. The wide biodiversity of Puerto Rico's mountains makes it the perfect destination to master the eco-farming basics and at Finca Oro Rojo, visitors can learn to live off the earth, discovering ways of growing, cultivating and harvesting their own crops in the orchard. Guests can learn from on-site farmers who are experts in selecting the best native crops and fruits for guests to cook and prepare. Finca Oro Rojo is strict about not using any pesticides or chemical fertilisers, instead using only the compost made onsite to fertilise crops.

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Interview with Brad Dean

CEO Discover Puerto Rico



Background:

Since becoming CEO of Discover Puerto Rico in July 2018 – the island's first-ever Destination Marketing Organization (DMO) – Brad Dean has led the privatization of tourism marketing in Puerto Rico, helping it achieve record tourism results within two years.

Prior to this, he drove tourism growth in Myrtle Beach, SC, from 11 million visitors to 20 million visitors, which transformed the destination and sparked unprecedented economic growth throughout the region. Brad is well-versed in the golf niche and understands it can be a potent tourism driver for Puerto Rico.

Dean was appointed as Vice Chair of the United States Travel and Tourism Advisory Board (TTAB) in December 2020. This Board advises the Secretary of Commerce on matters relating to the travel and tourism industry in the United States.



How have major golf facilities in Puerto Rico fared during the pandemic?

It has been a spectrum – many have done extremely well with a significant uptick in local play and / or members which helped mitigate lost golf travel rounds. Others have had a harder go of it, just like many businesses worldwide.

Were total number of rounds played in 2020 ahead or behind number achieved pre-pandemic in 2019?

Same answer like the first question – many have exceeded pre-pandemic numbers – others have not.

What has been the most common challenge faced by the major golf resorts?

Making up for the lost golf rounds typically played by island visitors. Unlike destinations with drive markets, Puerto Rico resorts depend on golfers arriving via airplane or cruise ship.



The new year is already underway — has there been a spike in 2021 reservations and if so, what's been the estimated percentage increase to date?

It has been a roller-coaster, mirroring world COVID-19 developments. As the pandemic goes, so goes reservations. That is, prior to the resurgent spread in late fall / early winter, reservations were rising significantly.

But they decreased as the virus began rebounding. Now that the vaccines are beginning to roll out, Discover Puerto Rico's research shows that travel intention is rising markedly as people consider traveling soon and particularly into spring and summer.

What is the approximate percentage total for golf visitors from the States to Puerto Rico versus all other countries?

Most golf visitors to Puerto Rico come from the U.S. because the Island is an American territory — not requiring a passport for U.S. citizens — it is bilingual, US currency is used, and easy to reach as the air hub of the Caribbean.

However, we are increasingly targeting the U.K. and Continental Europe as residents of both hold many of the demographics that align well with all that Puerto Rico offers.

The estimated amount of golf dollars spent from continental USA visits is what?

Not available – this is private information the golf properties don't announce.



The PGA TOUR is set to return with the Puerto Rico Open planned for late February opposite the WGC event being held in Mexico City over the same dates (Feb. 22-28). Many early 2021 events have announced no fans will be permitted in the gallery. Is that likely going to happen for the event in Puerto Rico?

Yes. Nonetheless, government officials are working closely with the PGA TOUR to safeguard the health and safety of athletes, staff members, partners, residents, et al, as this remains our top priority.

In terms of marketing efforts, fair to say, the eastern seaboard of the USA is the primary emphasis point?

Yes, as this is the closest U.S. Mainland region to Puerto Rico, with the most significant air capacity, but we target many other U.S. hubs and had been growing visitors from them prior to the pandemic.



The peak months for golf are normally during winter and early spring – are there plans to highlight summer months as an attractive alternative time frame for visits?

We promote Puerto Rico as a year-round golf destination given its tropical weather. And while the high season runs from Thanksgiving to April, we draw many year-round visitors who golf, including summer when families can travel more readily with school out. However, we anticipate numerous shifting visitation patterns post-COVID, as many workers will remain remote and school calendars will fluctuate.

The biggest challenges going forward – short and long term – is what and what specific plans are being implemented to deal with each?

Assuming we continue to trend well with the vaccine roll out and travel rises globally throughout 2021, the biggest challenge going forward – both short and long term – will be translating the growth in local golf to golf travel. While golf rounds played increased dramatically locally in 2020, golf travel obviously diminished. As air travel increasingly returns, there will be many places battling to capture traveling golfers.

Prior to the pandemic, Puerto Rico was ascending on all tourism fronts, including in the golf niche, thanks to the superb collaboration between the Destination Marketing Organization (Discover Puerto Rico), the tourism and hospitality stakeholders, and the government. So, while it will be a key challenge, we're confident that as travel resumes more robustly, we'll recapture the momentum and successful wave we had created and were riding pre-pandemic.



For Puerto Rico travel guidelines, visit:

<https://www.discoverpuertorico.com/info/travel-guidelines>

For more information on Island golf courses, resorts, and other destination attractions, visit:

www.DiscoverPuertoRico.com

10 music destinations for life after Covid

by PAULCOLEWRITER · 18 HOURS AGO

6. SIMPLY BOMBASTIC



Music, rhythm and dance are ingrained in Puerto Rico's DNA and as such, is essential when describing the energy and vibrancy of the island. Music and dance were traditionally used as a means of expression here, so intertwined that they often shared the same name, like the Bomba and Salsa. The bomba, where the beat of the drums is guided by the feet of the dancer, traditionally reflected sadness or anger, whereas the salsa, which originated in a Puerto Rican community of New York, is one of the island's most flavourful and vibrant styles of music. Travellers looking to immerse themselves in local culture will most likely be the last ones on the dancefloor.

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The International
Travel Writers

Alliance

Making a difference in today's world

Bulletin box : Learning holidays around the world



Ballroom dancing at the Elmayer dance school in Vienna, Austria

Vienna is known as the 'capital of music' and visitors can enjoy opera performances, classical music highlights and balls.

The Elmayer dance school, founded over 100 years ago, is one of Vienna's premier dance schools and can teach the Viennese Waltz in under an hour.

Once mastered, there's a chance to attend one of the dances held at Ballsaal, a venue inspired by the classic Viennese ballrooms of the past.

www.elmayer.at/en and www.wien.info

Surf on Colombia's two coastlines

Colombia is the only South American country with both Pacific and Caribbean coastlines and the destination offers a variety of surf conditions and waves throughout the year.

For beginners, Costeño Beach on the Caribbean coast provides gentle waves and a laid-back atmosphere.

The main surf camp, Costeño Beach Surf Camp & Ecolodge, is located on a former coconut farm, where the emphasis is on learning to surf and adopting a surfer's way of life.

Surfers looking for more challenging waves can take on the more demanding surf spots along the Pacific Coast such as Cabo Corrientes and El Valle.

Beaches are even quieter here and frequented by humpback whales from July to October.

www.costenobeach.com and www.colombia.travel

Live off the earth at an eco-farm in Puerto Rico

Puerto Rico's verdant central mountain range is considered to be the geographical heart of the island and the Finca Oro Rojo eco-farm and glamping site is located within the Orocovis rainforest.



The biodiversity of Puerto Rico's mountains makes it a destination to learn eco-farming basics and at Finca Oro Rojo, to live off the earth, growing, cultivating and harvesting their own crops in the orchard.

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