

Discover Puerto Rico: Golf Public Relations Update from DSPR – February 2021



REACH: 174,389,231

VALUE: \$182,277

Publicity

PGATOUR.com (1,105,161 UVM) – written by DMO FAM trip participant Jeff Babineau w/ Rafa Campos;
<https://www.pgatour.com/news/2021/02/22/rafael-campos-right-at-home-2021-puerto-rico-open.html>

PGATOUR.com (1,105,161 UVM) – written by DMO FAM trip participant Jeff Babineau;
<https://www.pgatour.com/news/2021/02/27/ian-poulter-putter-working-puerto-rico-open.html>

PGATOUR.com (1,105,161 UVM) – written by DMO FAM participant Jeff Babineau;
<https://www.pgatour.com/news/2021/02/28/emotional-victory-for-branden-grace-at-puerto-rico-open.html>

Fox Sports – compilation of golf world honoring Tiger – <https://www.foxsports.com/stories/golf/tiger-woods-red-and-black-golfers-wearing-puerto-rican-open-sunday> (screen capture below)



DiscoverPuertoRico.com

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Livin' the Good Life Podcast / Tee It Up network (37.4 million) – Discover Puerto Rico's Jean-Paul Polo joined and the show hosts, Adam and Alan Gottfried, to talk about the Island's golf courses, the Puerto Rico Open, Chi Chi, and more. The Podcast is carried on Apple Podcasts and Spotify; <https://podcasts.apple.com/us/podcast/livin-the-good-life-show/id1457608430#episodeGuid=Buzzsprout-8007570>

Golfweek.com (233,979 UVM) – Feature article written previewing the Puerto Rico Open and Rafa Campos as he prepared to compete on the Island; <https://golfweek.usatoday.com/2021/02/25/puerto-rico-open-rafael-campos-hometown-hero/>

PGATOUR.com (1,105,161 UVM) – written by DMO FAM trip participant Jeff Babineau; <https://www.pgatour.com/news/2021/02/22/rafael-campos-right-at-home-2021-puerto-rico-open.html>

PGATOUR.com (1,105,161 UVM) – <https://www.pgatour.com/video/2021/02/26/grand-reserve-country-club.html>

PGATOUR.com (1,105,161 UVM) – <https://www.pgatour.com/news/2021/02/27/puerto-rico-golf-complementary-charms.html>; furnished by Discover Puerto Rico

PGATOUR.com (1,105,161 UVM) – <https://www.pgatour.com/news/2021/02/26/puerto-rico-winter-golf-destinations.html>; furnished by Discover Puerto Rico

PGATOUR.com (1,105,161 UVM) – <https://www.pgatour.com/news/2021/02/25/puerto-rico-golf-courses-resorts-near-san-juan.html>; furnished by Discover Puerto Rico

Social Media posts by DMO media FAM trip participants

https://www.instagram.com/p/CLtm_wVFDHC/
<https://www.instagram.com/p/CLunkJmF2mz/>
<https://www.instagram.com/p/CLrCTyDFEE0/>
https://www.instagram.com/p/CLp_1q9FivW/
<https://www.instagram.com/p/CLqG4Lplc5x/>
<https://www.instagram.com/p/CLuin96pv-p/>
<https://www.instagram.com/p/CLtqpUEpuKc/>
<https://www.instagram.com/p/CLo4ZNtp7BO/>
<https://www.instagram.com/p/CLodFGZJFUJ/>
<https://www.instagram.com/p/CLncQahpUi0/>
<https://www.instagram.com/p/CLy-5WjFSWn/>

https://m.facebook.com/permalink.php?story_fbid=10223948018238158&id=1528301002
https://m.facebook.com/permalink.php?story_fbid=10223948018238158&id=1528301002
<https://www.facebook.com/100003635717628/posts/2186470038150832/?d=n>
<https://www.facebook.com/1050104321/posts/10220969720886646/?d=n>
<https://www.facebook.com/100003635717628/posts/2190236881107481/?d=n>
<https://www.facebook.com/281736820324/posts/10158895352890325/?d=n>