



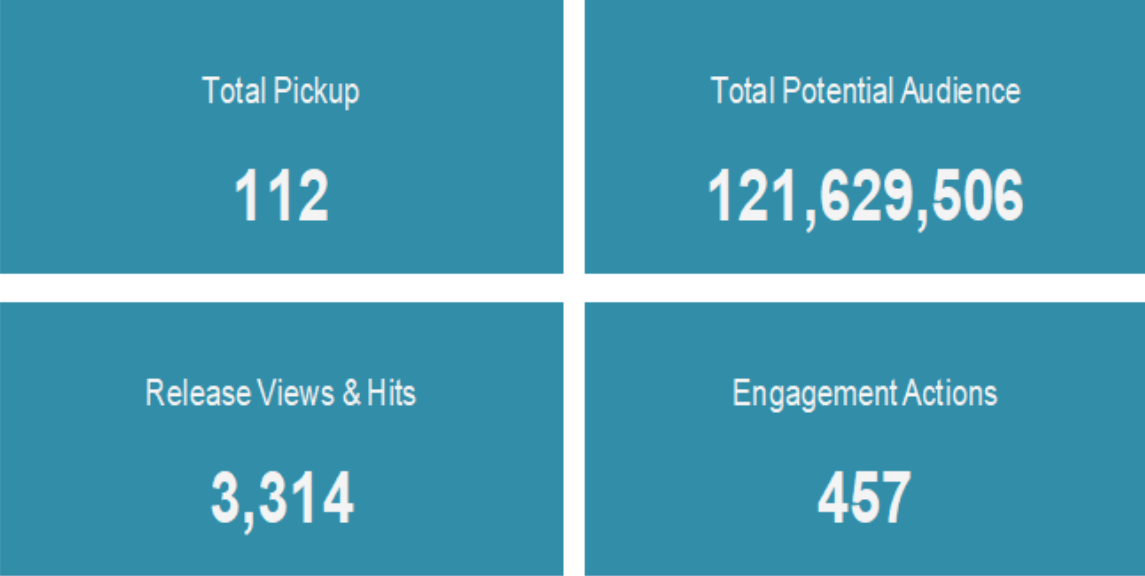
DISCOVER
Puerto Rico

2021 PUERTO RICO OPEN: POST-EVENT REPORT

DAN SHEPHERD PUBLIC RELATIONS

PRESS RELEASE

- Title: “Puerto Rico Golf Shines on World Stage; Caribbean Destination Ideal for Tropical Travel”
- The Numbers: 112 media outlets carried the release; 121.6 million potential audience
- Representative Outlets
 - Wall Street Journal Market Watch
 - International Business Times
 - Associated Press
 - Cision PR Newswire



EARNED MEDIA SAMPLES



PGA TOUR STANDINGS

1	P. Cantlay	1,234	2	V. Hovland	1,196	3	X. Schauffele	1,110	4	D. Johns
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FedExCup Standings

Rafael Campos right at home at Puerto Rico Open

February 22, 2021
By **Jeff Babineau**, Special to PGATOUR.COM
[Follow @JeffBabineau62](#)



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Golfweek

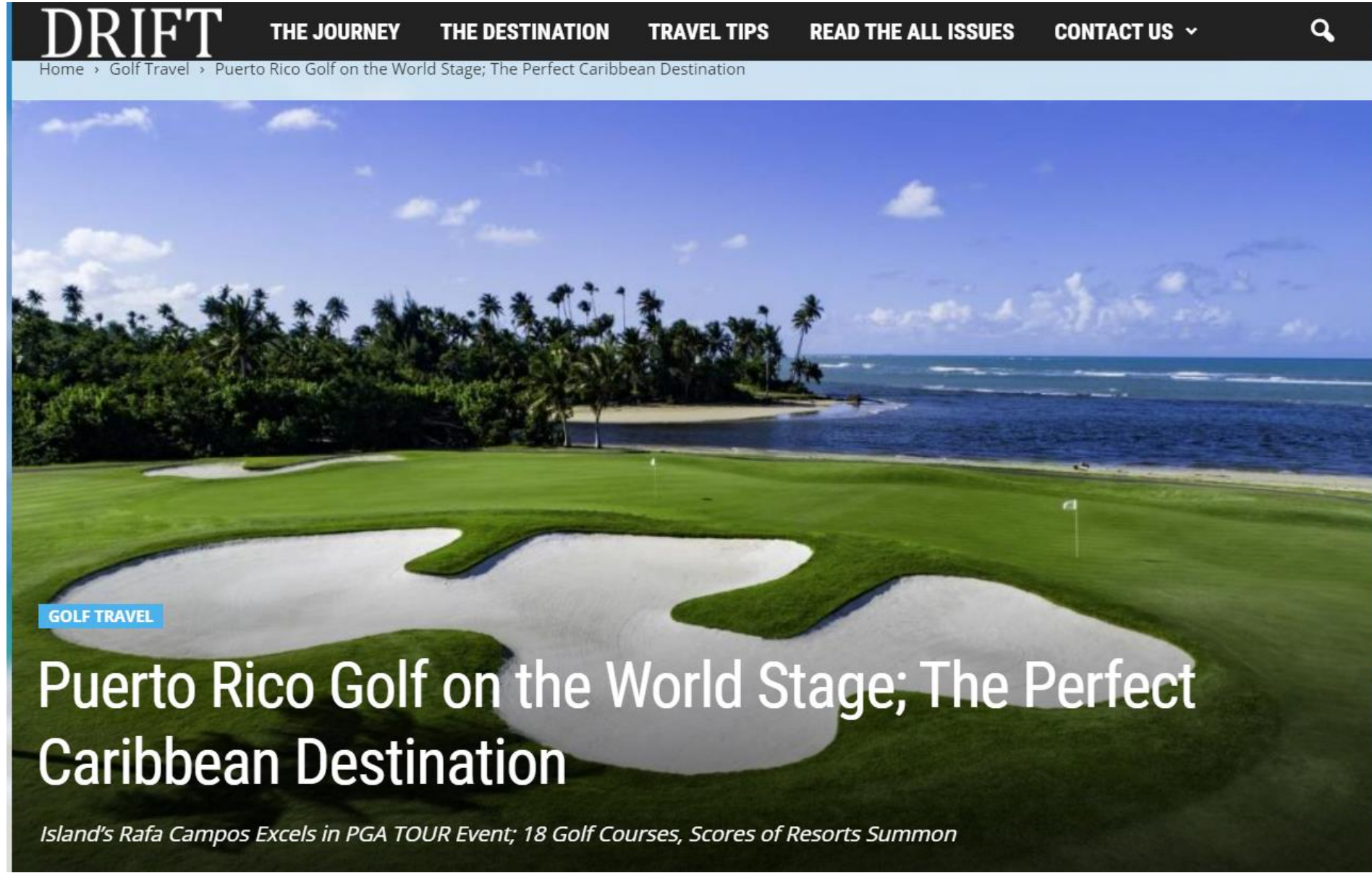
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EARNED MEDIA SAMPLES



EARNED & SOCIAL MEDIA SAMPLES

1. Livin' the Good Life / Tee It Up network (37.4 million reach) – Discover Puerto Rico's Jean-Paul Polo joined show hosts, Adam and Alan Gottfried, to talk about the Island's remarkable golf courses, Chi Chi Rodriguez, the Puerto Rico Open, and more. The Podcast is carried on Apple Podcasts and Spotify. The taped segment was aired on their Livin' the Good Life syndicated radio program which airs on 301 stations on the U.S. Mainland.


2. Sample Social Media Posts from Media Guests:

 **Golf Central Magazine**
February 27 at 1:11 PM · 🌐

What a tremendous location to sit back... sip a cold Pina Colada and just reflect on life. Right... Sure!... Sit back and relax? There are so many adventures awaiting you in Puerto Rico... it is truly time... to [Discover Puerto Rico](#). "The Island of Charm."

There is no better time to plan a trip to this tropical island than right now. You won't regret the decision. Pack the clubs... the beach wear and the sunscreen... and have a blast.

There are so many opportunities to pla... [See More](#)



 Search



 jeffbabz62 • Following

 jeffbabz62 Great weekend ahead @puertoricopen ! This is Fabian Gomez in the pro-am. Nice game. He's in the hunt. As is Local #rafacamposgolf, who is two back. #puertorico #cocobeach #discoverpuertorico

1w

 keithjones2345 Awesome! Who are you writing for??

1w Reply

EARNED MEDIA SAMPLES

- <https://www.pgatour.com/news/2021/02/22/rafa-el-campos-right-at-home-2021-puerto-rico-open.html>
- <https://www.pgatour.com/news/2021/02/25/puerto-rico-golf-courses-resorts-near-san-juan.html>
- <https://www.pgatour.com/news/2021/02/27/ian-poulter-putter-working-puerto-rico-open.html>
- <https://www.pgatour.com/news/2021/02/28/emotional-victory-for-branden-grace-at-puerto-rico-open.html>
- <https://www.pgatour.com/video/2021/02/26/grand-reserve-country-club.html>
- <https://www.pgatour.com/news/2021/02/27/puerto-rico-golf-complementary-charms.html>
- <https://www.pgatour.com/news/2021/02/26/puerto-rico-winter-golf-destinations.html>

Puerto Rico



PGA TOUR - THE CUT

Puerto Rico Open Preview

Puerto Rico is a beautiful place to play golf. The weather is as lovely as the people; the 18 courses are open to the public; they offer a variety of playing experiences and price points, and they're often at resorts and near other Island attractions and activities.

PUERTO RICO OPEN MEDIA FAM TRIP

Discover Puerto Rico sponsored a golf media trip during the 2021 Puerto Rico Open, a PGA TOUR event. Media played in the Pro-Am, stayed at Hyatt Regency Grand Reserve, and played other courses at TPC Dorado Beach; The St. Regis Bahia Beach; Wyndham Grand Rio Mar.

1. Jeff Babineau, freelance w/ multiple assignments from the following media outlets, which have a combined audience of 1.5 million:

o Troon Golf & Travel / Troon Prive / OB Sports Golf & Lifestyle / Morning Read / Where to Golf Next / PGATOUR.com

2. Ann Ligouri, her radio program airs on WPPB 88.3 FM Saturday mornings from 9-10am EST. The show reaches the affluent Hamptons and greater NYC area (Long Island's only NPR affiliate). Ann also is doing Puerto Rico themed Podcast for Morning Read (350k subscribers; here is the first:

<https://www.morningread.com/golf-interview-with-ann-ligouri/feature/2021-03-07/an-island-golf-vibe>

1. Greg Wise, Golf Central Magazine – 50k circulation, 125k readers per issue

www.golfcentralmag.com Facebook



COMMUNICATIONS REACH AND VALUE

Total Reach
154,389,231

Value
\$152,277