



Discover Puerto Rico and its Industry Stakeholders Promote the Island as a Golf Destination

San Juan, Puerto Rico, March 12, 2021 – The successful management of the recent Puerto Rico Open on the PGA TOUR brought international attention to the Island, highlighting its excellent quality as a golf destination and its many natural attributes, as well as the dedication and interest of members and collaborators of the golf industry.

The PGA TOUR tournament is the highest-profile golf event on the Island. Thanks to the research, investment and collaborative work led by Discover Puerto Rico, in conjunction with the efforts of partner organizations and companies, an array of initiatives and new achievements are helping the Puerto Rico golf industry rise locally and on the world stage.

The first golf-specific investigations commissioned by the Destination Marketing Organization (DMO) yielded innumerable details about the Island's golf inventory, revealing a wide and attractive collection of playing options that satisfy diverse needs such as budget and location, as well as other considerations such as, terrain and field design, and programs offered.

Based on the intelligence gathered, Discover Puerto Rico judged golf to be a viable tourism driver, one with enormous upside to develop and execute a strategic program with cohesive messages and tactics that would not only restore lost rounds and revenue, but guide the niche to new heights. To that end, it devised and implemented a variety of activities, to include:

- educating consumers and media about all that Puerto Rico offers as a golf destination,
- conducting publicity campaigns driven by media visitors, press releases, social media posts, digital marketing and publications on DiscoverPuertoRico.com,
- supporting the Puerto Rico Open,
- creating co-operative marketing programs for golf and resort stakeholders,
- communicating regularly with Island stakeholders, golf course and resort operators, the Puerto Rico Golf Association, among others.

Many positive performance indicators have resulted from the golf niche initiatives that were started and are constantly being reexamined and honed by Discover Puerto Rico.

During the two-year period of March 2019 to March 2021, Discover Puerto Rico promotional activity for the golf niche has generated an audience reach of more than 775 million with a value approaching \$1,000,000.

“Travel and tourism can drive economic growth and change lives when done well,” said Brad Dean, CEO, of Discover Puerto Rico. “It takes in-depth information to make astute strategic decisions, then superior execution to achieve objectives successfully. We believe our golf niche work is planting seeds that will bear fruitful returns for years to come.”

“Not only does the Island have what most discerning golf travelers seek – great courses, lodging options near water, travel ease, and wonderful food – golf is coming off a record year with demand rising dramatically,” Dean continued. “Golf is ideally suited as a recreational activity thanks to social distancing

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inherently being part of the game. And Puerto Rico is an incredible place to play golf given its beauty, biodiversity, 18 courses, 4,000+ restaurants, astounding ocean views, and being the air hub of the Caribbean. Many key variables are in place for the Island to continue its ascent as a must-visit place to play golf while embracing our enchanting Island, culture, and people.”

This substantial return on investment is invaluable and promises to grow exponentially with the sustained and intelligent execution of the DMO program and the involvement of the golf and tourism industries. This advance is also being driven by other collaborators on the Island who are achieving accomplishments that have made the world pay more attention to golf in Puerto Rico.

Puerto Rican player Rafa Campos played brilliantly and finished third place during the 2021 PGA TOUR Puerto Rico Open in late February, the best result by a Puerto Rican PGA TOUR player since the World Golf Hall of Fame legend Chi-Chi Rodríguez during his exceptional career. The United States Golf Association (USGA) also welcomed the Puerto Rico Golf Association (PRGA) and its network of Allied Golf Associations (AGA), becoming the 59th AGA and the first outside the 50 states of the United States.

“Adding the PRGA as a full-fledged AGA is a natural next step in our continued efforts to meaningfully engage golfers across all backgrounds,” said Mike Davis, CEO of the United States Golf Association (USGA). “The PRGA is doing an exceptional job serving golfers in Puerto Rico and the Caribbean and we are proud to officially welcome them to the USGA family.”

Further, the USGA announced last month that Grand Reserve Golf Club, an amenity of Hyatt Regency Grand Reserve in Rio Grande, will serve as the host site for the 7th U.S. Women’s Amateur Four-Ball Championship. The championship is scheduled for April 30–May 4, 2022. It will mark the first time a USGA championship is held outside of the U.S. mainland in a U.S. territory.

“We have a wonderful, longstanding relationship with the Puerto Rico Golf Association, and bringing a USGA championship to the Island further demonstrates our commitment to working together even more closely moving forward,” said John Bodenhamer, USGA senior managing director, Championships.

“We couldn’t be happier with the traction and momentum that golf is gathering,” said Dean. “We appreciate the teamwork and aligned efforts from the organizations, courses, resorts, and players. We believe golf will increasingly be an important part of Puerto Rico tourism in the years ahead.”

For more information on the Island's golf courses, resorts, and other destination attractions along with Puerto Rico's new health and safety guidelines, visit [DiscoverPuertoRico.com](https://www.discoverpuertorico.com).

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