



## Discover Puerto Rico Golf

Monthly PR Program Update from Dan Shepherd Public Relations / March 2021

REACH: 10,418,655

VALUE: \$32,643

### Publicity

News Release Generated: "Puerto Rico Golf Shines on World Golf Stage; Caribbean Destination Ideal for Tropical Travel"

PR Newswire (3,128,349 UVM)

- <https://www.prnewswire.com/news-releases/puerto-rico-golf-shines-on-world-stage-caribbean-destination-ideal-for-tropical-travel-301237769.html>

New England Golf Weekly (50,000 print circulation)

- Attached.

Bunker Shot (100,000 subscribers)

- <https://www.bunkershot.com/post/644871154798051328/puerto-rico-golf-shines-on-world-stage-caribbean>

The Golf Wire (130,000 subscribers; 14,079 UVM)

- <https://thegolfwire.com/puerto-rico-golf-shines-on-world-stage/>

Drift Travel (4.5M digital magazine readers monthly)

- <https://drifttravel.com/puerto-rico-golf-on-the-world-stage-the-perfect-caribbean-destination/>

Golf Puerto Rico (5,000 UVM)

- <https://www.golfpuertorico.com/articles/article.cfm?ID=26321>

Golf Trips (15,000 UVM)

- <http://www.golftrips.com/articles/article.cfm?ID=26321>

American Golfer Blog (1,441 UVM)

- <https://americangolfer.blogspot.com/2021/03/puerto-rico-golf-shines-on-world-stage.html>

Morning Read (350,000 subscribers)

- [https://www.morningreadbusiness.com/industry-news/release/2021-03-01/puerto-rico-golf-shines-on-world-stage-caribbean-destination-ideal-for-tropical-travel?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=Morning+Read+03-02-2021](https://www.morningreadbusiness.com/industry-news/release/2021-03-01/puerto-rico-golf-shines-on-world-stage-caribbean-destination-ideal-for-tropical-travel?utm_source=newsletter&utm_medium=email&utm_campaign=Morning+Read+03-02-2021)

International Association of Golf Tour Operators:

- <https://www.iagto.com/pressrelease/details/56e9b6a1-fbaf-4058-87ed-49f350683793>

Where to Golf Next (350,000 subscribers)

- [https://www.morningreadbusiness.com/industry-news/release/2021-03-01/puerto-rico-golf-shines-on-world-stage-caribbean-destination-ideal-for-tropical-travel?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=Where+To+Golf+Next+03-02-2021](https://www.morningreadbusiness.com/industry-news/release/2021-03-01/puerto-rico-golf-shines-on-world-stage-caribbean-destination-ideal-for-tropical-travel?utm_source=newsletter&utm_medium=email&utm_campaign=Where+To+Golf+Next+03-02-2021)

Pro Golf Weekly

- <https://progolfweekly.com/puerto-rico-shines-as-ideal-golf-travel-destination/>

The Weekly Journal

- [https://www.theweeklyjournal.com/business/puerto-rico-golf-shines-on-world-stage/article\\_bc362eaa-7ae0-11eb-b3e6-bbbe64425e64.html](https://www.theweeklyjournal.com/business/puerto-rico-golf-shines-on-world-stage/article_bc362eaa-7ae0-11eb-b3e6-bbbe64425e64.html)

DiscoverPuertoRico.com

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### Feature Content Publicity

Travelife (175,000 audience), Canada's largest online travel publication

- <http://www.travelife.ca/DESTINATIONS/Caribbean2/tabid/536/ArticleID/2549/Puerto-Ricos-natural-wonders-get-glowing-reviews.aspx>
- Attached.

Golf Travel Guru (15,000 audience) – “10 Reasons to Visit Puerto Rico”

- <https://www.thegolftravelguru.com/10-reasons-to-visit-puerto-rico-now/>

Podcast hosted by recent DMO golf FAM guest Ann Liguori with J.P. Polo; carried on Morning Read (350,000 subscribers) and Audioboom (3 million+)

- <https://www.morningread.com/golf-innerview-with-ann-liguori/feature/2021-03-07/an-island-golf-vibe>
- <https://audioboom.com/posts/7830934-sports-innerview-03-27-2021-jp-polo-aaron-west-jeff-willenberg>